

CHEMIST & DRUGGIST

The newsweekly for pharmacy

August 8, 1987

a Benn publication

API given leave
to appeal to
European Court

Planning setback
for surgery
pharmacy

PSGB defends
Prag stance —
NPA 'dismayed'

PSNI to spend
£36,000 on HQ

Potters: a
potted history

Further buys by
AAH and Macs

PSNC levy
proposal 'recipe
for disaster'

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COMMENT



The pharmaceutical wholesaling scene is as volatile as ever — as volatile, in fact, as the market it serves. This week sees the purchase by AAH of Hamilton, an electrical wholesaler, and by Macarthy, of health food wholesaler Cornwell. Both purchases fit neatly into the portfolios of the groups who, along with their only other major rival in the world of pharmaceutical distribution, Unichem, have already been "shopping" this year. The co-operative wholesaler surprised everyone in the Spring by buying into disposable napkin manufacturer Neptune Industries (C&D April 11, p668), and last week announced that they intend to double their borrowing limit to £100m ready for further sallies at the sales.

Why this urge to diversify when, at first sight, with the number of pharmacies much increased in the last two years to 11,786 (C&D July 11, p56 and August 1, p211), there is every opportunity to increase the number of accounts? Well, the market growth, although significant (Nielsen show



multiples up 16.2 per cent in 1985 to £440.3m and independents up 10.1 per cent to £1,837.6m — C&D, May 2, p798), means that the established may enjoy a smaller turnover, especially if leapfrogged. Potentially the wholesaler has more doors to service — which puts up costs — but in some cases at a reduced discount.

However, C&D understands that the mainline wholesalers have not been having it all their own way. With chains such as Lloyds actively buying up the stock of independents and smaller groups, in some cases the growth of main wholesalers may have been affected. Small wonder then, that AAH have gone into the franchise business (last week, p231) or that Unichem and Macarthy bid for

the Gordon Drummond retail chain — we understand Macarthy are still in with a chance to expand their own 60-plus strong Savory & Moore retail arm, but that Unichem are now out of the running (last week, p232). The notion of giving back chains to the independents has obvious appeal, although the financial and trading constraints that tie franchisees or wholesaler-funded proprietors to wholesalers, may dull the attraction of such schemes for some. However, as long as the wholesalers are able to offer more attractive terms than other finance houses to cover the ever inflating goodwill values of today, then they will continue to find more customers.

Macarthy are the most diverse and vertically integrated of the "big three"; AAH are next in line followed by Unichem. Whether they will maintain this balance, or further complicate their trading images, remains to be seen. But as long as they continue to offer a quality service at the right price, the pharmacist contractor is not likely to protest too much.



Planning hitch for surgery pharmacy

The pharmacy being run by GP's wife Mrs Shashi Gossain at a doctor's surgery in residential premises at 464 Great West Road, Hounslow, does require planning permission. Hounslow Borough Council has ruled.

Mrs Gossain has 14 days to apply for permission for a change of use. She says she has yet to be informed of the Council's decision, but she will be making the application if it is required.

Any application will be dealt with under new regulations of the Town and Country Planning Act which came into force on June 1. It would appear such a pharmacy will fall foul of the new rules.

The new Class D1 allows the use of residential premises for education of residential premises for education,

museum, creche, day nursery or for the provision of medical or health services except the use of premises attached to the residence of the consultant or practitioner.

This, according to the Pharmaceutical Services Negotiating Committee, will prevent the use of adjacent premises to a surgery as a dispensary. Notes attached to the statutory instrument state that dispensaries cannot be included in Class D1 and will be classified under Class A1 (shops) or C2 for dispensaries ancillary to a hospital or residential institution.

An appeal is possible against the Council's decision on the need for planning permission, taken under Section 53 of the Act, but only on grounds of "faulty reason or logic". The Council says such appeals are rare. An appeal is also possible against the outcome of any application for planning permission

New PPRS key to better climate

The introduction of the renegotiated Pharmaceutical Price Regulation Scheme last October will have a significant influence on the climate in which the UK industry operates.

"It will provide a degree of stability that will be welcomed," says James Diamond, retiring president of the Association of the British Pharmaceutical Industry. In a generally optimistic annual report he cites the industry's record breaking export performance in 1986 when overseas sales rose to over £1.5 billion to create a surplus of £853 million.

"Last year investment in research and development increased to nearly £550 million — no less than 15 per cent of our turnover in prescription medicines," says Mr Diamond.

But R&D investment lacks proper patent protection. "Following the Government's promise to repeal the compulsory licence of right provisions in the 1977 Patents Act, we are disappointed this has still not materialised," he says.

The announcement of an independent inquiry into the present licensing procedure is welcomed, and the ABPI says it will continue to press for improved protection of intellectual property.

The confusion within the industry on the future of original pack dispensing is blamed on the Government. "We still await the determination of the OPD

working party which was presented to health ministers over a year ago; the Government's procrastination appears to be totally unjustified and has created a feeling of frustration and uncertainty in the industry which is quite unnecessary," says Mr Diamond.

A slight reduction in the flow of parallel imports into Britain during 1986 is noted. And a greater volume of generic prescribing by doctors led to more intense competition in the market place with a consequent effect on Drug Tariff prices.

AIDS chase attracts 70

At least 70 pharmaceutical companies worldwide are developing drugs or vaccines against the HIV virus, according to a new *Scrip* report.

Studies are continuing into over 80 different drugs and 20 different prototype vaccines, the report says. In a further report *Scrip's* sister publication *Clinica* estimates the market for AIDS diagnostics to be worth \$100m this year, rising to \$200m by 1992. "Aids therapies and vaccines" and "Testing for HIV and AIDS: the next five years", £75 each, from PJB 18 Hill Rise, Richmond, Surrey.

Manxmen get 14pc script rise

Isle of Man pharmacists will be getting an extra 14p per prescription in a new remuneration package negotiated by PSNC chief executive Alan Smith.

The new money includes special payments, within the new contract system, to reflect local circumstances. Most island contractors are independents.

The increased payment will be backdated to May or June, depending on how far the Prescription Pricing Authority have got in processing the prescription bundles.

LPC inspection success

Doncaster Local Pharmaceutical Committee has persuaded the FPC to include a pharmacist in the team which inspects GPs' surgeries which include a dispensary.

LPC secretary Mr E. Dickinson had asked the FPC for the same standards to be applied to dispensing surgeries as are applied to pharmacies, but Mr Hemming, the FPC administrator told *C&D* this was unacceptable to the doctors.

The pharmacist on the inspection team is likely to be the local Society inspector. The PSGB law department has agreed to the request, says Mr Dickinson.

The move arose after a GP was given permission to dispense, after appeal to the Secretary of State, in the village hall at Barnburgh, near Doncaster. The application was opposed by the FPC on the grounds that the premises were unsatisfactory for dispensing.

Tame talk

The first meeting of Wiltshire FPC's pharmacy practice subcommittee, one of the first to be held in the country, was quieter than expected.

The local councillor reported in the *Swindon Evening Advertiser* (*C&D* June 27, p1267) as critical of the possible attitude on the committee of the "closed shop" chemists, was persuaded not to take his seat at the end of July meeting.

An application by a Swindon pharmacist was granted without fuss, according to Local Pharmaceutical Committee secretary Ray Jephson.

API given leave to appeal to European Court

The Association of Pharmaceutical Importers is to take its legal fight against the present ruling forbidding chemists — except in emergency or with prior approval — to dispense imported proprietary medicines on prescription unless they carry the identical name to the UK brand, to the European Court.

Three Appeal Court judges last week granted the Association's request for a reference to the European Court of Justice in Luxembourg, seeking its preliminary ruling on the correct interpretation of Articles 30 and 36 of the Treaty of Rome. These articles prohibit "quantitative restrictions" or "arbitrary discrimination" on imports between EEC member states.

The API is challenging the refusal of the Queen's Bench Divisional Court to grant a declaration that the policy of the DHSS and the Pharmaceutical Society of Great Britain, that chemists should not substitute — except in emergency or with prior approval — any product for the one specifically named in a presentation, even if the therapeutic effect and quality of the substitute was identical, infringed European free trade laws and should be discontinued.

The API has told the court that imports of 50 licensed parallel import medicines have virtually "dried up" since the policy was adopted in 1984.

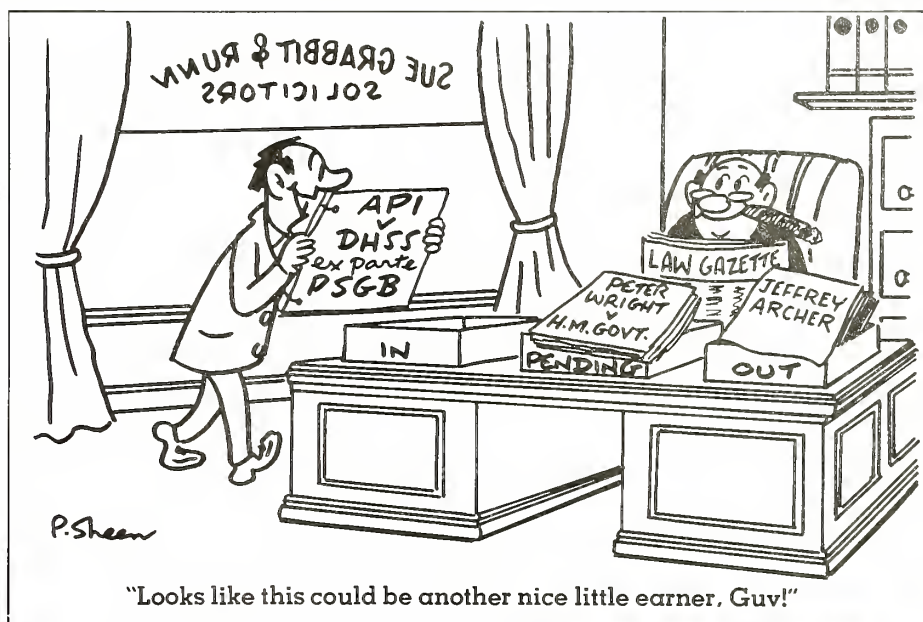
Which? — Boots mini-labs 'good'

Boots mini-labs have been given a "good but pricey" seal of approval by Which? along with shops using Kodak machinery in a survey of film processing services.

Mini-labs were found to charge £5.50 on average for their one-hour service with three-hour turn around costing £1 less and next day around £3.50 — competitive, Which? says, with external laboratories. Kis and Copal mini-labs gave particularly variable results, the report suggests.

"Best buy" out of the High Street shops were Dixons, Horizon and Supasnaps. Boots, who use Colourcare or Kodak, were assessed as average by Which? on all points — price, speed, "cut-offs", faults, and print quality. Regency had a similar

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"Looks like this could be another nice little earner, Guv!"

The commercial importance of the case is shown by the fact that 19 of the 50 are in the top 300 of the most commonly prescribed NHS drugs.

Ordering a reference to Europe, Lord Justice Kerr said he could not accept the contention of the DHSS and the Society that a ruling from Europe would be "unnecessary" and "inappropriate" in view of the decision against the Association by the divisional court judges. It was clear from their judgment that they had regarded the API's case as "fully arguable".

The appeal judges were told that a question had been asked in the European Parliament in June about the effect of the divisional court judgment, and an explanation requested from the UK Government.

Lord Justice Ralph Gibson and Lord Justice Russell agreed in seeking the preliminary ruling before the Appeal Court hears and decides the API's appeal.

performance to Boots but were more competitive on price.

Mail order houses rated as "good value" were Bonusfilm Express and Bonusphoto with Fotopost Express coming out on top with the "best buy" tag. But the report points out that consumers have to be prepared to wait longer for processing.

The Consumers Association survey involved 25 laboratories or types of mini-labs in processing Kodacolor Gold 35mm films taken of the same indoor and outdoor scenes in identical autowind cameras. The results were assessed by 80 amateur photographers who took into account print quality, colour and exposure with the results analysed statistically.

'Imagine Unichem', is a 12-minute video being produced for the group by Tess Donovan of Studio B under the direction of management services director David Walker. The film shows how the group works and traces its history.

DF respond to Maxepa letters

Duncan Flockhart have reacted quickly to criticism of the pricing of Maxepa and comparisons with cod liver oil in *The Lancet* this week (see also *Letters*, p276).

Doctors from St James's University Hospital, Leeds, suggested similar lipid lowering treatment could be obtained over the counter at a pharmacy as cod liver oil at a fraction of the cost.

A spokeswoman for DF said cod liver oil and Maxepa made a poor comparison. Cod liver oil was sold and standardised on the basis of vitamin content, not fatty acid content. And the fatty acid content of cod liver oil fluctuates depending where, and when the fish was caught, she said.

The vitamin content itself could be a problem. "The British Pharmacopoeia only specifies a minimum content of vitamins A and D. And while the UK recommended daily dose of vitamin A is 3,750IU the 20ml daily dose of Seven Seas cod liver oil in their example would give 20,000IU," she said.

On the question of a basic comparison of the price of Maxepa now compared to that operated by Seven Seas, the spokeswoman said: "The Seven Seas price covered the original manufacturing cost and some costs of research. But they didn't have to fund the long-term clinical research, pharmaceutical formulation and stability programmes that we are doing, nor did they provide the support services and education programme required by a viable commercial ethical product."

The company is planning to produce a smaller OTC pack size in the near future. The 200-pack was originally chosen as suitable for the product licence application, for which pack stability studies were required.



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NPA 'dismay' at Society's Prag opposition

The National Pharmaceutical Association is "dismayed" at Pharmaceutical Society opposition to the "Prag Amendment" (C&D July 18, p107, July 25, p 164).

The Amendment was drafted into UK regulations which give effect to an EEC Directive on free movement of pharmacists in Europe. However, an Order in Council was withdrawn from Parliament for "technical reasons" on July 15. This means that the UK will not be able to accept mutual recognition of qualifications under the Directive by October 1 as scheduled. The Society's Council was seeking to prevent the introduction of an additional control on the free movement of European Community pharmacists (see opposite, and *Letters* p250).

The "Prag Amendment" would mean a European pharmacist would not be permitted to exercise personal control over a UK pharmacy which had been open for less than three years. At its July meeting, the Board agreed with Council that it would be preferable to restrict this derogation to the establishment or ownership of pharmacies. However, in the UK, pharmacies can be owned by companies and the Board felt that the only way to prevent "Euro leapfrogging" is by inclusion of a personal control mechanism in the UK regulations.

EEC — indirect tax harmonisation The Board continues to monitor current European developments and, in particular, moves to harmonise the VAT and excise systems throughout the Community. This is the essence of the "internal market" White Paper prepared by Lord Cockfield in which it is suggested that, ideally, VAT rates and duties should be the same throughout the community. The Treaty of Rome provides for two positive rates of VAT and no zero rating. This would mean the imposition of tax on books, prescription medicines, food, children's clothing, and other items in the UK which are at present zero rated. The EEC Commission says that the regressive effects of such a move could be countered by appropriate increases in family benefits to ensure that poorer families, and families with children, would not suffer too much. Despite what the present Government says to the contrary, the Board are of the opinion that there will be two positive rates of VAT in Britain by 1990, with corresponding reductions in the scope of zero rating. The Board would not oppose

any suggestion that dispensed medicines be taxed at the standard rate; there would be a need for a short term adjustment in NHS remuneration to take account of changes in pharmacists' cashflow, but the result would be that all medicines would be taxed at the standard rate on the "output" as well as the "input" side, resulting in a significant simplification of pharmacists' VAT.

Unfair trading A manufacturer who is alleged to have supplied a major multiple with discounts not justified by economics of scale is to be asked for some explanation.

Advertising campaign: The Board were shown the two television commercials for broadcast later this year. (C&D last week p228). The "nose" advertisement received universal approval while the "throat" will be subject to some technical adjustments.

Excessive prescribing Members will be asked to submit examples of excessive prescribing to the NPA for reference to drug and therapeutic committees.

Pack Design and Labelling A discussion document is to be prepared detailing basic guidelines to be adopted by manufacturers when designing packs and choosing brand names etc.

Chemists' Defence Association The Board is concerned at the increasing number of "occupiers liability" claims resulting from poor maintenance of forecourts, broken display glass, obstructions which cause falls, and other hazards. The Board says pharmacists should be more aware of hazards.

Out of Town shopping developments

The NPA is to support a campaign organised by the NCT to make politicians and local officials more aware of the consequences of large retail developments.

Partnership register The NPA is to establish a "pharmacy partnership register" designed to put young prospective pharmacy proprietors in touch with "more mature" owners who may be seeking a successor as an extension of the NPA's Business Transfer register.

PSNI to spend £36,000 on HQ

Repairs to the Pharmaceutical Society of Northern Ireland offices at 73 University Street, Belfast, are going to cost in the region of £36,000, the July meeting of the Society's Council was told.

A meeting of the House and Finance Committee was held on June 29 to consider the tenders received for maintenance and repairs to the building. Four tenders had been received: a provisional sum of £5,000 is included. The building also needs rewiring: this will be an addition cost. It is hoped that the work will start at the beginning of August.

Other items discussed were: pharmacy premises fee 1988; computer maintenance agreement, and recommendations for payment.

The Annual meeting of the Society will be held on October 1, 1987 at 7.45pm.

Messrs J. Gordon, W.C. Magee and I.H. McFarland will serve on the Fellowship Panel.

A consultative document on the future of the Northern Ireland Training Council for the Health and Personal Social Services was referred to the Education Committee as was the PSGC report on pre-registration experience and vocational training.

The secretary and Mr Kerr reported on the meeting which they had attended at DHSS, London to discuss the amendments to the Medicines Act which were

necessary to implement the Prag Amendment to the EC Directives on Free Movement and Establishment of Pharmacists. The meeting had been called at short notice to discuss the reservations expressed by the PSGB Council.

The effect of the amendment would be that an EC Pharmacist could not be in personal control of pharmacy premises which have been registered for less than three years. The length of time that the EC Pharmacist had been on the British or NI Register, his experience and competence could not be considered. The amendment was supported by the NPA (see this page) and the PSNI.

Since the meeting it is understood that the Joint Committee on Statutory Instruments has queried the proposed language requirement amendment. This being the case it is unlikely that the directives will be implemented on October 1, 1987 (C&D July 18, p107, July 25 p164). The following application for registration as a student was granted: Margaret Mary Jennings, 9 Dalriada Gardens, Ballycastle, co Antrim.

These applications for reciprocal registration were granted subject to the usual formalities: Helen Ann Stevenson, 24 Glen Road, Comber, co Down. Sheelagh Bernadette O'Hagan, 17 Marywood Square, Strathbungo, Glasgow. Gerard J. J. Rooney, 24 Glenkeen Heights, Randalstown, co Antrim. Maureen Weels, 6 Vandyke Drive, Newtownabbey, co Antrim.

Permission was granted for the seal of the Society to be impressed on the Certificates of Qualification of those students who are entitled to receive them.

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By Xrayser

Pharmacists back free needles

Over 60 per cent of UK pharmacists favour the issuing of free needles, syringes and condoms to drug addicts to help prevent AIDS.

A new survey by Taylor Nelson Medical, carried out at the height of the Government's AIDS prevention campaign earlier in the year, revealed that one in five of the 195 pharmacists surveyed have been questioned on AIDS by customers.

Many of the pharmacists who backed the free syringes idea said this would help to prevent needle sharing. They said the benefits would outweigh the risks of increased drug abuse.

But many felt the pharmacy was not the place for disposal of needles, which should be done at drug centres or hospitals.

Drop in animal experiments

The number of animal experiments started in 1986 was the lowest since 1956, according to Home Office statistics.

The total, about 3.1 million, was 5 per cent lower than the previous year. It was the tenth successive fall in the annual number of experiments started and just over half the number started in 1976.

The largest proportion (51 per cent) were performed to test the use, hazards or safety of medical, dental or veterinary products or appliances and just under a quarter were performed to study body structure or function. Experiments involving cosmetics and toiletries accounted for only about 0.5 per cent of all experiments. The number of experiments involving application of substances to rabbits' eyes, mainly eye irritancy tests, was 5 per cent more (about 7,100) than in 1985 but less than in any year 1977-84.

The figures, given in "Statistics of experiments on living animals, Great Britain 1986" (Cm 187, HMSO £5.40), are the last to be reported under the 1876 Cruelty to Animals Act which was replaced last January by the more rigorous Animals (Scientific Procedures) Act 1986.

A new leaflet on hysterectomy is now available from Women's Health Concern. It answers many questions on the operation and dispels many of the old wives' tales associated with it. Fifty free copies are available from WHC, ground floor, 17 Earls Terrace, London W8 6LP.

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Time out — no chance to dream

This month has flown. I've had a few days off. When I look at the date I really don't want to believe it. I have had to take time in the office — hardly as imposing a reality as the title I give to this space behind the dispensary — to get my act together again.

There are the bills for the various homes and favourite customers for whom I operate accounts as a pure favour, in return for immediate payment when they are billed. I find this approach works. Very different from the unhappy autocracy I inherited when I took this business: customers then demanded instant service with servility from their tradesmen! Anyway I've done them all, started sorting the scripts, writing up the "remainders" in the book, paying the staff and preparing the monthly tax returns. VAT will follow the reconciliation of accounts on about August 6 when I pay the National Pharmaceutical Association's clearing house and, under its discipline, clear all the others too. But I have to concentrate...

I made notes this morning of what I intended to get on with, and by 10 o'clock I was under way, but had logged four interruptions. Two reps, and the rest — people who just had to see the pharmacist. I saw a child with a row of spots around midriff, which I diagnosed as flea-bites, (although I said *insects*), and another child with a curious mottled skin marking only on the inner forearms. Had one area alone presented I would have thought it ringworm. But it had "come up, all over, sudden, on Saturday". It didn't itch nor was the skin raised. I suspect that maybe it was a reaction to a garden spray. I gave nothing, but suggested seeing it next week. A woman came in, limping. "Bunion" she thought — would I give her something? "Let's see," I said. Told her I wouldn't touch it as it looked remarkably like severe gout. She came back this afternoon waving a script for Indocid SR. "You were right! Doctor said it was gout!". "One up," I thought. And so on all day.

It's a wonder I get any work done...

Generic fund?

The Pharmaceutical Services Negotiating Committee is to ask the Government to set up a "no fault compensation fund" to provide for people who suffer adverse reactions from generic drug treatment. It would save them lengthy and expensive legal battles. I couldn't agree more, but would go further than limit it to generics.

A similar scheme is said to operate in New Zealand. From inquiries it seems the NZ scheme is considerably more embracing, taking in accident and industrial injury. There would be far more logic in promoting a scheme to cover victims of drug damage irrespective of whether the drug was a generic or a patent or a branded ethical. Why should a patient who suffers from a generic drug reaction be given proper compensation under a government scheme, but the patient who might suffer the same reaction from the original branded product have to take private action through the courts? It is utterly illogical.

Not only that, it is wildly wasteful of private and government funds. The costs of private litigation, particularly if fought under legal aid, are astronomic, and bring nothing to the victim. If everyone in the land were covered by a drug damage insurance with proper on-going benefits, according to fair assessments made throughout a lifetime if necessary, grotesque claims would not be encouraged. Legal fees would be largely saved, while a government financing the fund would have more than enough clout to lay financial sanctions on companies whose products failed to be safe...

Cooling

One of my older friends is dying of lung cancer. It is hard to see him, for he was a remarkably able and robust chap. Unfortunately, never having known illness he finds it doubly hard to cope. It grieves me to see him now, querulous and afraid. But, we had to laugh yesterday.

He had been put on oxygen. I was surprised he didn't appear to be using very much, yet the doctor had written a second giving set and cylinder for upstairs. When I went in I found he was just taking one sniff every hour or so with no benefit. So I showed him how to use the masks properly and suggested he used it more freely. But I was surprised to get a script today for three cylinders, with an urgent phone call.

I went up to the house. Before I went in to see him I asked his daughter how he was. "He's fine," she said, "he's using the oxygen and thinks it keeps him cool." As I peered round the corner, there was Jack hosing his face with neat O₂ squirting from the open tube at full volume. No mask... I couldn't help laughing as I showed him how the mask worked and suggested a fan would be a deal cheaper to keep him cool! I had a quick look to see if there were any flames likely in the room, and mentioned it to the daughter as I left. But after the oxygen I fairly threw the two empties on my shoulders and ran to the car.

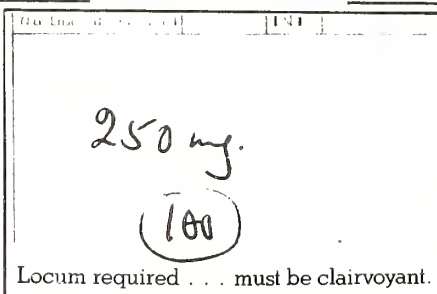
Free movement: the PSGB view

In the light of the articles in the July 18 issue (p107) and the July 25 issue (p164) it is, I think, necessary to put the record straight in regard to the Pharmaceutical Society's actions and views relating to the draft Order in Council which will bring into effect in this country the EEC Directive on free movement of pharmacists.

First of all may I place on record the fact that the Society has not lobbied against any part of the draft Order in Council, in the sense of making any representations to any Member of Parliament, the Joint Committee on Statutory Instruments, or the Privy Council. I understand that the only question raised by the Joint Committee on Statutory Instruments related to the *vires* of the part of the draft Order in Council relating to a "language test" for any EEC pharmacist who applied as an individual for a contract to provide NHS pharmaceutical services. This was not a matter about which the Society made representations to any party. There is no "language test" prior to registration, nor would any such test be permitted under the terms of the Directive.

The main thrust of the two articles to which I have referred above relates to the Society's attitude to the "Prag Amendment" which was, of course, put forward before there were powers to limit the right of entry into NHS contract in this country. You have stated in your "Comment" article of July 18 that the purpose of the "Prag Amendment" was to allow, if they wished to do so, "each of the twelve nations within the Community to prevent an immigrant pharmacist from purchasing a pharmacy less than three years old, or opening one up". That was also the understanding of the Pharmaceutical Society, although the Society always recognised how difficult it would be to implement such a restriction in a country where ownership of pharmacies by corporate bodies is permitted.

The relevant paragraphs in the draft Order in Council do not, however, prevent an EEC pharmacist from opening a pharmacy in Britain or from purchasing a pharmacy that is less than three years old. The effect of the wording, amending Sections 70 and 71 of the Medicines Act 1968, is to provide that no pharmacist from an EEC country registered here as a result of the "free movement" provisions can legally be in personal control of any pharmacy, whoever owns it, if that



pharmacy has been open for less than three years. So the test for whether an EEC pharmacist will be able to accept a locum or managerial post which would put him in personal control of a UK pharmacy will not be his length of experience, or his competence, but how long the pharmacy has been open.

The wording of this part of the draft Order in Council was first seen by the Society only a few days before it was due to be considered by the Joint Committee. The likely perverse effects of the proposed amendments to Sections 70 and 71 were quickly recognised. It is surely incumbent on the Society to inform the DHSS of its misgivings on proposed amendments to legislation in which the Society has a very close interest. That was done and as a result the Department decided to convene a meeting of all interested parties (including the National Pharmaceutical Association and the Pharmaceutical Society of Northern Ireland) at which the Society would have an opportunity of expressing its views. That meeting took place, the Society's views were put forward firmly and these were repeated in a letter to the Department after the meeting. That was the extent of the Society's action — direct representations to a Government department. That could not fairly be described as lobbying in any normally recognised meaning of the word.

There was, incidentally, a longer period of consultation on the parts of the draft Order in Council relating to the registration of EEC pharmacists in Great Britain. The Society moved with urgency to prepare and publish the proposed amendments to its by-laws, thus indicating its resolve to do its part towards ensuring that the free movement provisions were in place in this country by October 1.

You have suggested in the lead paragraph of your July 25 article that there will be free movement of pharmacists among all the countries of the EEC apart from the UK, on October 1. To the best of the Society's knowledge this is not the case. We understand that only Ireland, France and possibly West Germany will have the necessary national legislation in place, so that Britain is not likely to be out of step with the great majority of EEC countries if implementation of the Directive is delayed for a month or so. And any such delay will not be a result of actions of the Pharmaceutical Society of Great Britain.

John Ferguson

Secretary and registrar, PSGB

Thoughts on the voluntary levy

At the LPC conference held in London on February 8, Dorset LPC proposed:

"That the PSNC should produce a scheme to compensate long established contractors forced out of business for reasons beyond their control and extra to whatever compensation is envisaged under Government legislation".

As a follow up to this resolution the PSNC has produced a plan that depends on voluntary contributions of £200 per pharmacy to fund the scheme.

My committee was disappointed by this proposal, which is seen as a recipe for failure. The thinking being that many might be put off by the request for a lump sum. Instead, it is suggested that the scheme should be funded by a temporary additional voluntary levy that would be deducted monthly. To raise the amount required would need a deduction of approximately half a penny a prescription for 12 months.

Furthermore, this proposal is intended to go beyond the scope of the Government scheme, to be ongoing, and to safeguard the situation of any contractor whose livelihood is threatened by events beyond his control — factors such as the closure of roads, re-positioning of bus stops and crossings, etc. The proposal is intended to meet cases of genuine hardship — in effect a very cheap insurance scheme.

We consider that this is a perfectly proper and professional plan deserving of the support of every pharmacist contractor in the land, because there are few who can sleep in the knowledge that they are totally secure. No one can argue that it is not proper that as a profession we ought to care for the needs of our colleagues, should they be struck by misfortune.

Family practitioner committees would be willing to collect this money which would be transferred to a central fund. Excess monies collected are reimbursable, or alternatively could be switched into an emergency fund. Contractors, when asked to sign an additional mandate form authorising the temporary additional voluntary levy, could be asked to indicate their preference for the use of any surplus in the fund.

We ask all contractors to support the proposal and to convey this support to their local pharmaceutical committees, who have been asked to canvass opinions and to transmit these views to PSNC.

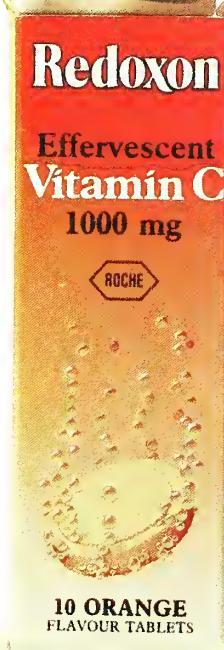
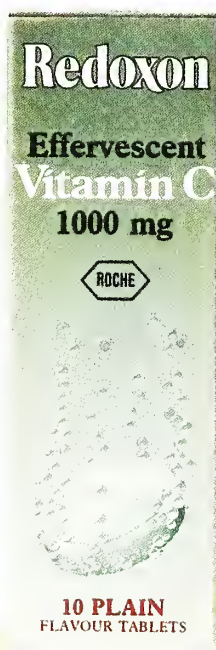
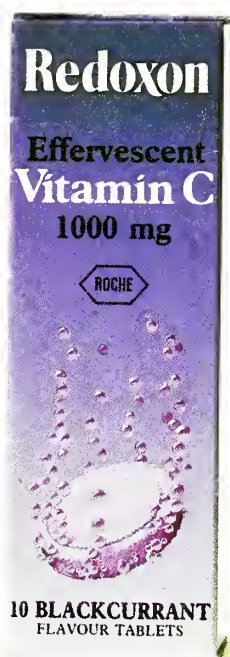
Henry Olswang

Secretary

Dorset Local Pharmaceutical Committee

Chemist & Druggist 8 August 1987

Redoxon. Now in new carton packs.



Redoxon Effervescent, dominant brand leader in the Vitamin C market, with a market share of over 65%, is now in new carton packs to provide stronger branding and maximum on-shelf impact.

With Redoxon's market strength, and sales already up by more than 50% this year, imagine what the new look packaging will do for your future Redoxon sales.

LEADERS IN VITAMIN RESEARCH

ROCHE

NO.1 BEST SELLER NOW GOES DOWN

Here at Whitehall Laboratories we are always looking for ways to make our best-

No. 1 brand in Analgesics, easier to swallow.

We've also designed a smart new pack

£1.5 MILLION TV CAMPAIGN STARTS AUGUST

sellers sell even better.

Now we have developed a micro-thin cellulose coating which will make Anadin, the

New Anadin that will have great stand-out point of purchase.

Your customers will be finding out ab

VEN BETTER

Micro Thin Coated Anadin in August and September,
when we're spending £1.5 million on our
biggest burst of national TV advertising.

So put your orders in now. Because the
No. 1 Best Seller will be going down
in better.

And your sales will be up and away.



Hyperdrol cream and roll-on

Britcain are launching Hyperdrol, containing 19 per cent aluminium hydroxychloride, for the treatment of excessive sweating (hyperhidrosis).

The company estimates one person in a thousand suffers from hyperhidrosis, and says that both formulations, cream and roll-on, provide a high sweat inhibitory effect, without the damage to clothing caused by more acidic aluminium salts.

Britcain say aluminium hydroxychloride also has antibacterial and antimycotic activity, so eliminating skin bacteria which would otherwise react with released sweat to form odour.

Manufacturer Britcain Ltd, Progress House, Albert Road, Aldershot, Hants GU11 1SZ

Description White oil-in-water cream, or gel (roll-on), containing 19 per cent w/v aluminium hydroxychloride

Administration Apply gently to dry

armpits, hands or feet at bedtime. Normal washing or bathing the next morning will not diminish the effect

Warnings Should not be applied to armpits just before or after removal of hair. Redness or irritation may occur rarely — reduce the frequency of application

Supply restrictions Pharmacy medicine
Packs Cream in 60g tube (£2.48), roll-on in 60g tube (£3, both prices trade)

Product Licence Cream 4323/0005

Roll-on 4323/0004

Issued August 1987

Abbott have an ADD-Vantage

Abbott Laboratories' new intravenous drug delivery system, ADD-Vantage, allows the mixing of IV drugs and diluents immediately prior to administration in a closed, sterile system, the company says.

ADD-Vantage consists of a flexible partial fill bag containing a diluent and a vial containing the drug. The system is activated by twisting and locking the drug

vial into a chamber inside the plastic container; the drug is released by removing, by manipulation through the bag wall, the stopper on the vial.

Abbott say the ADD-Vantage system, introduced in the US in 1985, reduces costs by saving staff time in preparation, and by eliminating needles, swabs, vials of water and syringes. The first product on the UK market sees 1g erythromycin lactobionate being added to 250ml sodium chloride 0.9 per cent solution (£9.51 trade). *Abbott Laboratories Ltd, Queenborough, Kent ME11 5EL.*

The inner packaging of Liskonium tablets is changing from clear to opaque blister strips, individually perforated to ease administration. Such packs will begin to appear this month, say *Smith Kline & French Laboratories Ltd, Mundells, Welwyn Garden City, Herts AL7 1EY.*

Lioresal 10mg tablets are now also available in a 200-tablet Securitaner pack (£25.98 trade). *Ciba-Geigy Pharmaceuticals, Wimblesbury Road, Horsham, West Sussex RH12 4AB.*

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WYETH*

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QUALITY ASSURED

*trade mark



"Collect Labels" Draw



FIRST PRIZE:

A chauffeur driven, expenses paid day out in London for you and a friend. Plus £100 spending money to spend on the designer labels of your choice.



SECOND PRIZE:

Key looks from Top Man and Top Shop, the leading fashion chains with the latest trends for men and women worth £250.



THIRD PRIZE:

A package of personal care products worth £100 including four appliances from the successful Pifco 'Creations' range of Hair Care and three from Pifco's Personal Care range.

PLUS a free  stylish pen for every completed entry

Flix is a new NutraSweet sweetener for the young and trendy who want a fashionable alternative to sugar in a pack that's too good to hide.

To enter the Flix draw for your free pen and the chance of winning one of the fabulous prizes all you have to do is contact your Searle representative for a collection card and 12 labels, attach the labels to a case of Flix and, when you sell a pack, stick the label to your collection card. Once you have a completed card fill in the caption and either hand it to your Searle representative or send it direct to Searle Consumer Products, PO Box 53, Lane End Road, High Wycombe, Bucks HP12 4HL.

How do you spot a potential Flix user? Look out for: boogie packs; button-fly jeans with "designer" rips;

puff balls; mini skirts; back-to-front black berets; sling-backs and dark glasses – even when it's raining!





Christmas is coming...

The House of Matchabelli are introducing a new range of gift coffrets for 1987.

The Cachet fragrance covers a price range of £2.45 to £8.95 and includes a 9ml eau de cologne spray in a pochette (£2.45); a gift set of 150ml hand and body



lotion, 100gm soap, foam bath and a logoed pink face cloth (£8.95); and body spray and talc (£4.95).

The Aviance Night Musk range includes a 9ml EDT spray in pochette (£2.25) and two boxed coffrets.

Under the Pastale banner, gifts include a 30ml EDT spray, talc and soap for £9.95 and a 200ml foam bath and EDT spray (£8.95). *House of Matchabelli, Victoria Road, London NW10 6NA.*

Moonlight looks

Revlon's Charlie Autumn look for 1987 is "Moonlighting".

Colours include cherry delight lip colour, lipgloss and nail gleamer; and mascara and eyeliner in blue royale, very violet and black. *Revlon International Corporation, 86 Brook Street, London W1.*

ON TV NEXT WEEK



GTV Grampian	U Ulster	STV Scotland
B Border	G Granada	(central)
C Central	A Anglia	Y Yorkshire
CTV Channel Islands	TSW South West	HTV Wales & West
LWT London Weekend	TTV Thames Television	TVS South
C4 Channel 4	Bt TV-am	TT Tyne Tees

Amplex deodorant:	STV, Y, C, A, TSW, TVS, LWT, TT
Andrex:	All areas
Askit powders:	STV, GTV
Carefree panty shields:	All areas except A, HTV, TVS
Dettol:	All areas
Empathy:	All areas
Farley's rusks & cereals:	Bt
Fiesta kitchen towels:	All areas
Jaap's health salts:	STV, GTV
Lady Grecian 2000:	STV, C4
Lanacane:	STV, C4
Lana-sting creme & spray:	LWT, TTV, C4
Laxoberal sugar-free liquid:	STV, HTV, TSW, TT
Lipcote:	TSW, TVS
Mylanda II:	G
Nurofen:	All areas
Nutrasweet:	All areas
Odoreaters Trainer Tamers:	G, Y, C, A, HTV, TSW, TVS, LWT, TTV, C4
Oxy 5 & 10:	All areas
Paracodol:	U, STV, G, Y, HTV, TT
Peaudouce babyslips:	Bt
Radox Showerfresh:	All areas
Reach toothbrushes:	All areas
Sensodyne toothpaste:	C, A, C4
Sergeant's Rug Patrol:	G, Y, TVS, LWT, TTV, C4, Bt
Setlers Tums:	All areas
Vapona insecticides:	Bt

Make contact

Maybelline are launching a cosmetic collection for contact lens wearers.

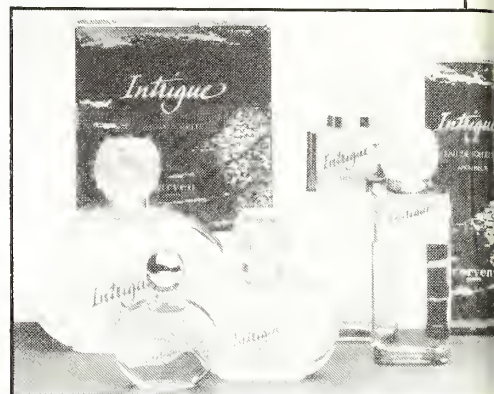
The range comprises Eye Contact shadow and liner (£2.49), a water-resistant colour pencil combined with a sharpener and an angled sponge for blending and smudging colour, and Eye Contact mascara (£1.99).

Both carry an "ophthalmologist tested" seal, and come in six colours. *Rimmel International, 17 Cavendish Square, London W1N 0HE*

Softly, softly

Smith and Nephew are launching a new cotton wool product under the Tender Touch brand name.

Tender Touch dual coloured "bigger" puffs come in yellow and white, blue and white and pink and white. *Smith & Nephew Consumer Products, Alum Rock Road, Salford, Birmingham.*



Intrigue-ing

Carven are introducing a new fragrance: Intrigue by Carven.

Described as a dominantly floral fragrance with fruity notes, it comes packaged in red and gold.

Intrigue will be advertised on national television during November, and inserts with scent strips will appear in October's *Options* and November's *She*.

The range comprises esprit de parfum (15ml £25); eau de toilette (flacon 50ml £14.95, 125ml £22.95 and atomiser 30ml £7.50, 60ml £15.50, 100ml £23.50). *Parfums Carven, Vale Road, Camberley, Surrey GU15 3AX.*

Pearly presents

Woods of Windsor have added jars of bath pearls (£3.95) to their Christmas range.

The jars are decorated with colour co-ordinated ribbons and flowers. *Woods of Windsor Ltd, Queen Charlotte Street, Windsor, Berks.*



In honour of Hollywood's 100th birthday, Lechner have brought out a range of "Original Hollywood Greats" Christmas gifts, including an "original technicolour film tin" with eight eyeshadows (£6.95); shimmering body powder (£3.50); Purely Professional brush collection (£7.99); and a pencil collection (£3.95). *Lechner, Beauty House, Hawthorn Road, Eastbourne, East Sussex*



At the risk of sounding greedy, we have to admit to enjoying a generous 57% of the baby food market. You see, whenever Independent Chemists stock them

together, Heinz comfortably outsells its nearest competitor.*

Maybe that's because we spend four times as much on advertising.† (This year, we're dishing

out £1.5 million on a new TV and press campaign).

Or perhaps because we're always the first to introduce new baby food ideas. (Our Fruity Juice Desserts and Savoury

Specials are going down a treat).

Whatever the reason, it really does seem that mother knows best.



NUK



Next to Nature the world's most advanced baby feeding system.

- NUK is a complete baby feeding system that offers Bottles, Teats, Soothers, Breast pump, Steam Sterilizer, Medicine bottle and Nasal Decongestor.
- NUK is exclusively distributed by chemists.
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The symbol of service
to the chemist

countercall



Kodak competition

Kodak are challenging amateur transparency users throughout the country to take their best Kodachrome transparency and earn the title of "Kodachrome Photographer of the Year".

The Duke of York has agreed to chair a panel of judges and will present the award at a ceremony later in the year.

The first prize winners in each category will be awarded a weekend for two in Paris. The competition closes on September 30. *Kodak Ltd, PO Box 66, Kodak House, Station Road, Hemel Hempstead, Herts HP1 1JU.*

Best sellers

Konica are searching for the "Super Salespersons of the Year".

During this month, the company is asking for nominations from photodealers

for the SR-V or Popdate salesperson of the year. Shortlisted nominees will be visited by a mystery shopper and judged on their ability to sell the features of SR-V100 colour print film or the Popdate compact camera. The two winners will get an all expenses paid trip with £100 spending money to the Konika Sales Conference in Jersey at the end of September. *Konika UK Ltd, Plane Tree Crescent, Feltham, Middlesex.*

Blue mood

Ever Ready have redesigned packaging on their zinc carbon batteries, and from September all will be sold as a Blue range.

The company says the move is designed to emphasise to the consumer the difference between their standard economy batteries and their premium brands — Gold Seal and Silver Seal — and to simplify the choice for the consumer. *Ever Ready Ltd, Ever Ready House, 93 Burleigh Gardens, Southgate, London N14 5AN.*



Sales drive

A "Baby on board" warning triangle car sticker and £2 off a Kangol baby seat are on offer in a Woodward's Griewater promotion through chemists.

The two month promotion will be communicated via a display header card and leaflets detailing the baby seat discount, available through Halfords. The car sticker will be available at point of sale. *LRC Products Ltd, North Circular Road, Chingford, London E4 8QA.*

Dylon are relaunching Curtain White as Simply White. *Dylon International Ltd, Worsley Bridge Road, Lower Sydenham, London SE26 5HD.*

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Peaudouce wipe up

Peaudouce are breaking into the baby wipes market with the launch of Baby Wipes cloths in resealable travel packs and tubs.

The launch is backed by a sampling operation to 250,000 mothers buying Peaudouce Babyslips. All samples will carry a money-off coupon against the next purchase.

Baby Wipes are described by Peaudouce managing director Mike Chambers as larger, thicker baby cloths with lanolin, "to meet the changing needs of new mothers". The range comes in three sizes: a travel pack of 16 wipes (£0.99); and tubs of 40 (£1.39) and 80 (£2.29).

Sampling will also be included in "New Mums" bags, and consumer offers will be carried in national and local Press. Distributed by: *Counterall, 41a High Street, Hoddesdon, Herts EN11 8TA.*

Heinz meanz no added sugar

Heinz are introducing a range of "no added sugar" baby yogurts.

The range comprises pear, apple, banana, strawberry, orange, apricot and baby muesli. Labels are flashed "no added sugar" and include a nutritional guide.

Heinz are to spend £1.5m this year on Press and television advertising, which will highlight the key benefits of their latest yogurt range. And as part of a continuous sampling programme, over 600,000 new

mothers will receive samples of Heinz baby food via Bounty and Heinz' team of service advisors. *H.J. Heinz Co Ltd, Hayes Park, Hayes, Middlesex.*

For silent nights

Baby Calmers, producing a cycle of "white noise" are now available from Egnell-Ameda.

The battery-operated shell-shaped unit (£11.95) produces the "white noise" — sounding like a breeze through trees or the distant rush of water — at a level to attract a fretful baby's attention and, after 30 seconds, continues at a lower level. The company says the Baby Calmer is not designed to work if the baby needs attention when hungry, wet, uncomfortable or in pain.

The Calmer has a cord enabling it to be suspended for the baby's cot. *Egnell-Ameda Ltd, Quarry House, Mill Lane, Uckfield, East Sussex.*



Chesebrough-Pond's have produced a Vaseline booklet entitled "Child Health Care". Topics covered include how to recognise ailments, when to seek medical advice and how to deal with more common everyday problems. Also included is an inoculation chart to keep as a record of a child's vaccinations. *Chesebrough-Pond's, Victoria Road, London NW10 6NA*



Prestige target babies

Cookware specialists Prestige are the latest company to set their sights on the baby care market with the launch of a range of 35 feeding and safety products, branded Small World.

The design-orientated range includes bottles and teats, sterilising unit (£8.99), soothers, bottle brush set (£2.19), sterilising tablets (£1.09), breast pump (£6.99) and nipple shields (£2.99), plus a range of safety catches, locks, corner cushions, pram bag clips and a safety night light.

But it is in the feeding area that Prestige say they are the most innovative, with a babyfood storage tray carrying eight microwave-safe storage tubs to keep food fresh (£6.99), feeding bowls in two sizes, a cutlery set (£1.99), weaning spoons (£1.29) and feeding beaker (£2.49). A teatime teddy (£1.49) attaches to the feeding bowl to encourage children to finish their food, and a pelican bib (£2.49) catches spilled food.

The range has a triangular design and is colour co-ordinated in pale peppermint for unisex appeal. A Small World baby motif provides range identification.

Packaging is in peppermint and peach, and the range image is enhanced in-store by four ft, two ft and counter display units. POS material will create further awareness, say Prestige, who are also producing two colour leaflets with advice on safety and feeding, for POS.

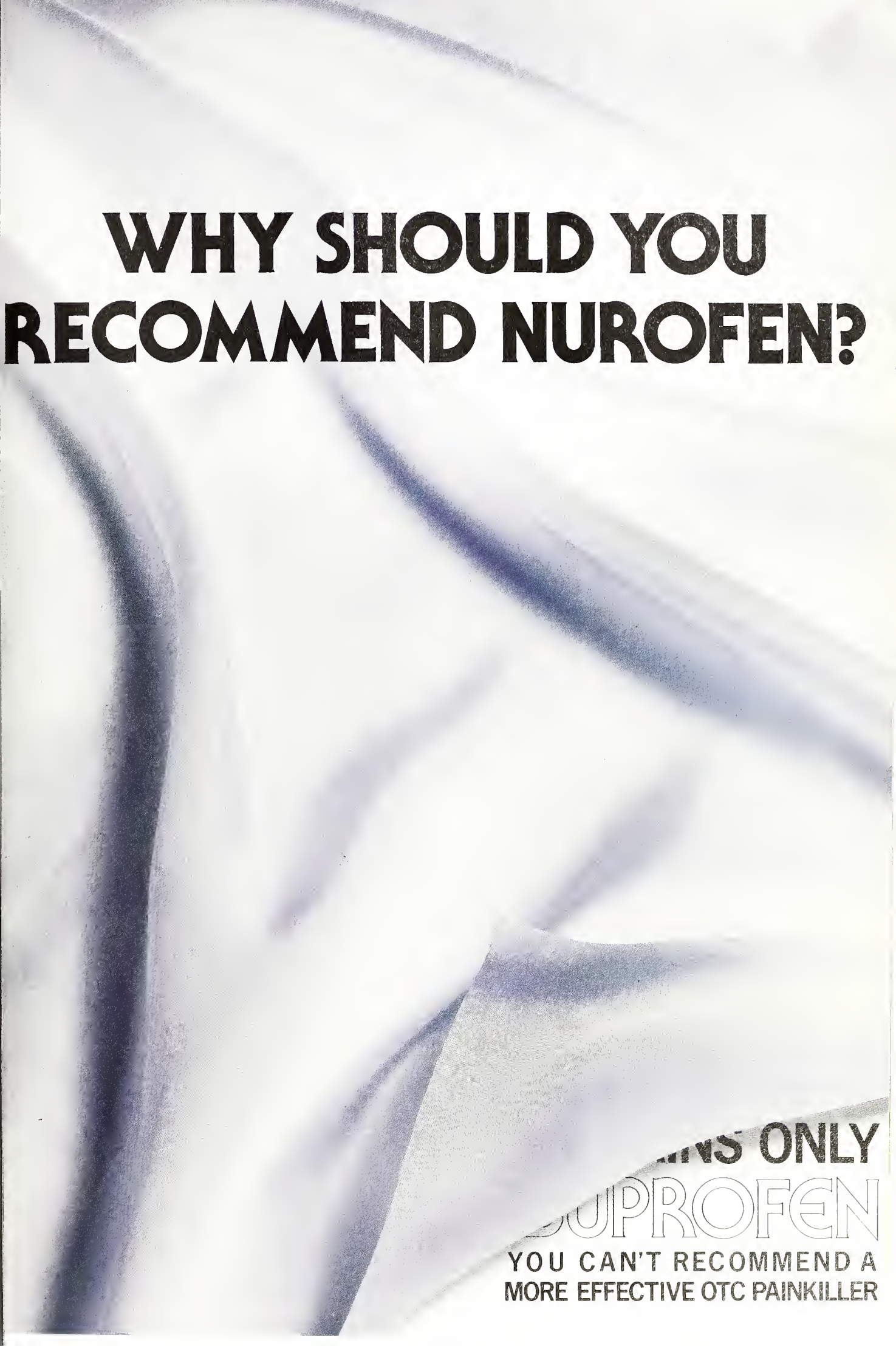
The company says it has yet to fix up a distribution deal for chemists, but talks are continuing with all the major wholesale groups. *Prestige Group UK plc, Prestige House, 14 Holborn, London EC1N 2LQ.*

Ethyl Alcohol (S.V.R.)

Fermentation and synthetic qualities both available to British and all well known International Specifications and Pharmacopœias.

James Burrough (F.A.D.) Ltd.

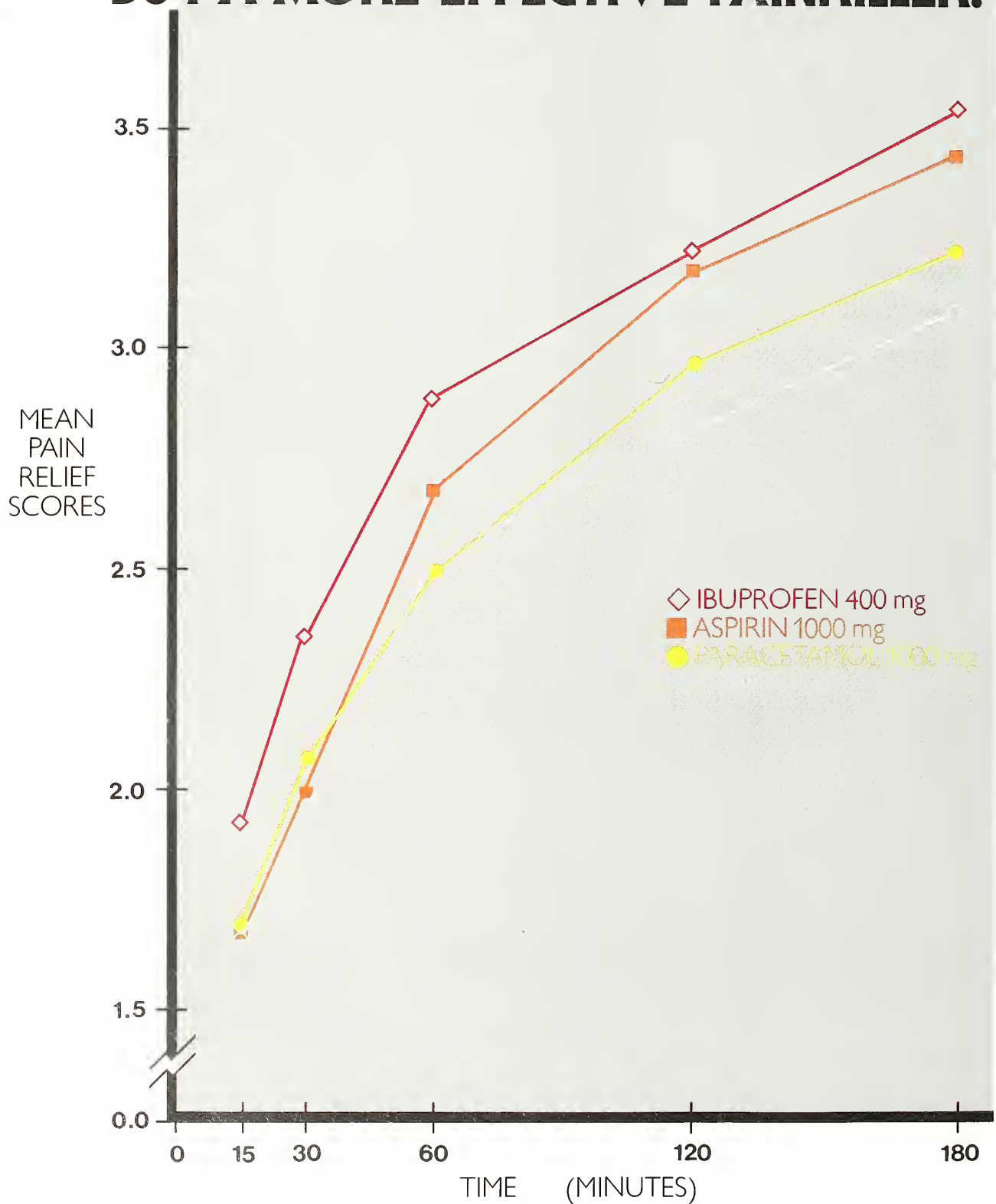
356 Kennington Road, London SE11 4LD Tel: 01-582 0232



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YOU CAN'T RECOMMEND A
MORE EFFECTIVE OTC PAINKILLER

**BECAUSE LATEST CLINICAL DATA
SHOWS THAT YOUR CUSTOMERS CAN'
BUY A MORE EFFECTIVE PAINKILLER.**



COMPARISON OF MEAN PAIN RELIEF SCORES

Since its introduction as a prescription product 18 years ago ibuprofen has brought pain relief to millions of people. It has been prescribed by doctors in more than 100 countries around the world.

Nurofen contains only ibuprofen.

Since its OTC launch in 1983

Nurofen has earned a 12% value share of the analgesic market through pharmacies. People trust Nurofen.

But don't take our word for it. In May this year clinical data clearly showed that your customers can't buy a more effective painkiller.

IBUPROFEN, ASPIRIN AND PARACETAMOL COMPARED IN A COMMUNITY STUDY

BY R. M. NOYELLE, BSc, MB, BS, DCH, D. M. CROSSLAND, FPS and N. J. PICKVANCE, MRCP.

SUMMARY AND CONCLUSIONS

A total of 414 patients seeking the advice of a community pharmacist on the treatment of headache entered a controlled, single dose study designed to compare the efficacy and tolerability of ibuprofen 400mg, aspirin 650mg, aspirin 1000mg and paracetamol 1000mg. Data were returned by 83, 82, 84 and 90 patients, respectively, in each group.

Thirty minutes after drug administration, ibuprofen provided significantly more pain relief than both aspirin 650mg and aspirin 1000mg. One hour after drug administration, ibuprofen 400mg provided significantly more pain relief than paracetamol 1000mg. Ibuprofen provided significantly greater overall pain relief than either aspirin 650mg or paracetamol 1000mg. The difference in efficacy between ibuprofen and aspirin 1000mg was not statistically significant.

Nine patients reported side effects after taking ibuprofen, 17 after aspirin 650mg, 18 after aspirin 1000mg and 11 after paracetamol.

The finding that ibuprofen was effective and well tolerated in the treatment of headache confirmed the finding of earlier studies carried out by general practitioners and occupational health departments.



THE QUEEN'S AWARD

For the development of the revolutionary analgesic, ibuprofen, the Research Department of the Boots Company received The Queen's Award for Technological Achievement.

NUROFEN
CONTAINS ONLY
IBUPROFEN
YOU CAN'T RECOMMEND A
MORE EFFECTIVE OTC PAINKILLER

AND YOU WON'T FIND A MORE HEAVILY SUPPORTED ANALGESIC.



This year NUROFEN is spending a massive £3 million on a dramatic new TV campaign.



The new TV commercial will be telling people that they can't buy a more effective painkiller than NUROFEN. It will explain that NUROFEN contains only ibuprofen. NUROFEN is fast, effective and gentle.



For the last 2 years NUROFEN has been the most heavily supported OTC analgesic.



Since its launch in 1983 NUROFEN has already become clear market leader through pharmacies.



NUROFEN is set for another year of outstanding performance. Are you ready to meet the demand?



YOU CAN'T RECOMMEND A MORE EFFECTIVE OTC PAINKILLER



FACE FACTS

For women they're an everyday luxury, an instant pick-me-up and the means to hide a multitude of sins. The benefits of cosmetics to the chemist are sometimes less obvious. *C&D* takes a look at what the industry is doing to bring a touch of colour to the pharmacy this year.

Cosmetics is traditionally a very fragmented market, with more than 60 brands available, all competing for space and all telling the retailer a different story about what consumers want. Although that still stands, this year there are a few trends which the wise retailer will latch on to — something at least to light the way through the cosmetics maze.

Unusually, this year has seen some genuinely new ideas, in an industry known for fashion but not innovation. Most are aimed at making cosmetics more convenient and all have had extensive coverage in the women's Press, an essential back-up to encourage consumer trial.

First prize for the most talked about product this year has to go to Elizabeth Arden's Simply Perfect mousse foundation, which has been mentioned in countless magazine articles and come top in several "tried and tested" features. Arden say the product has done very well for them, becoming their second best selling



foundation in the 15 months since launch. Sales are now creeping up to those of best seller Flawless Finish. The foundation was followed in March by mousse blusher, and this Autumn will see the launch of a concealer in a mousse formulation.

The mousse formulation allows the product to be delivered in a measured amount for sheer coverage, which can be doubled or heavier application. It also allows a lot of product to be packed into a small can — Arden say a can of mousse foundation should last four to six months — so is much less bulky than liquid or cream foundation, and allows a large amount of powder to be suspended in the product for a matt finish without heavy powdering on top.

At £10.50 a can this particular product obviously isn't for everyone, but it looks as though we'll be seeing me-too mousse cosmetics in the lower priced ranges fairly soon. Paul Bailey, development manager of contract packagers Aerosols International says that although the process is a little more expensive than that for normal cosmetics, or for aerosols such as hairspray, a mousse cosmetic could be made cheaply enough to be sold at mid-market prices. Aerosols International already offer formulations for various kinds of mousse foundations and blushers, and say that at least one own label company is looking at them — judging by existing own label ranges this is most likely to be Marks & Spencer or perhaps Boots.

Similarly outside the average consumer's price range are the felt tip eyeliners launched by Kanebo and Rubinstein: Quickliner at £14.25 and Perfect Liner at £16.50 won't be bought by everyone, but if eyeliners continue to increase in popularity, as they look likely to do, it's an idea that might well be taken up by the mass market.

The felt tip design has also been adapted for nails, by Christian Dior with Clip Couleurs and by Chesebrough-Ponds with Cutex Perfect Colour Polishing Pens. Also new on the nail polish front is One Coat, again by Cutex, which contains two to three times as

much pigment as normal polish.

Also noticeable this year is a move towards different ways of making the product attractive on-shelf. Most companies have introduced split colours in the same powder tablet, pencil or crayon, which theoretically allow the user to blend colours as well as using them singly, but are probably more useful simply as a device to catch the eye of the consumer — not to mention the beauty writers. In a similar vein are embossed blocks of shadow, and those with marbled or speckled effects.

Trends in colours are difficult to pinpoint, since at any one time the different companies may be promoting ten or more different looks, but this year has seen strong growth in the use of coloured mascaras, particularly blue, which is now the second best seller, say Syndicated Data Consultants. Top seller black still takes half the market, according to SDC, but other colours such as green and purple are also showing good growth, and even the most staid of ranges now includes at least a blue and probably a green, with products such as Rimmel's Ultra Colour including pink, white and yellow.

Following on from the skincare market move towards hypo-allergenic products is a corresponding trend in colour cosmetics, coupled with assurances from the companies involved that gentle products need not mean gentle colour. Almay's current Press advertising features a bright orange and fuchsia look, with the copyline "Wild but mild", and the company says it will be producing two seasonal shade statements a year from now on. The past year has seen the phasing-in of new packaging, now complete, and the company says sales are up 22.3 per cent.

Roc offer 20 different lipsticks, 20 nail enamels and 14 powder eyeshadows, despite the fact that they consider only 12 of the 100 or so cosmetic pigments available acceptable for hypo-allergenic products.

Marketing manager Mary Wray points out that contact lens wearers are a prime target for hypo-allergenic products, and the chemist's assistant can play a vital role in answering the questions that are bound to occur *after* the wearer has left the opticians. Essentially the message is that eye make-up should be avoided or at least minimised for the first month or so, and should always be applied after the lenses are in place. Greasy and very pearlescent products should be avoided as should mascara with fibres, and eyeliner should not be worn inside the rim of the eye. When using powder shadow the applicator should be moistened so that particles do not fall off and drop into the eyes.

The trend towards hypo-allergenic products prompted Max Factor to relaunch their Swedish Formula in March. Says brand manager Sue Wade, "We noted the interest in healthy living and purer products in all areas, and found we had a brand aimed at that

trend already sitting there." The brand was first launched in 1972, and company research found that the name was very strong and the brand had a lot of loyal users, but the packaging was looking out of date, says Ms Wade.

Like Almay, Max Factor are aiming to make the range fashionable as well as gentle. The relaunched range will feature one or two shade statements a year, and colours will be kept up to date, says Ms Wade. "People used to think that if you had sensitive skin you had to wear boring, drab colours, but there's no reason why people with sensitive skin shouldn't look as fashionable as anyone else". Promotions this year will include trial sizes and sampling, but will not ignore the already loyal user, says Ms Wade. Advertising in the women's Press, running on from the launch campaign, will continue through the Winter.

Also relaunched this year was Outdoor Girl, and the phasing-in of the new grey packaging should be complete by late September. Advertising is planned for the Spring. As with Swedish Formula, the company conducted extensive research into who the brand attracted, and found that the core consumer was likely to be a housewife, fairly young, who wanted up-to-the-minute but not outlandish colours at a budget price. The relaunch brought in improved formulations, packaging designed to be elegant but sturdy, and a range of POS material designed to highlight each new phase as it came along, and later to emphasise shade statements and promotions.

Finally the Max Factor brand is in the process of a complete facelift. New packaging for lips and nails is already available, and the new look is expected to be complete by this time next year. The

company is spending £250,000 on Press advertising for lips, nails and skincare this year, to be followed by £500,000 on eye and face make-up next year.

Aimed at the 25-45 age group, the brand has been around for 50 years and the original products, Pan Cake and Pan Stick, are still healthy sellers. Previously its main strength has been foundation, but with the repack will come a new emphasis on colour as well, say Max Factor.

At the other end of the age spectrum, Miners has undergone gradual change over the past three years, designed to tighten it up into a specifically youth-orientated, rather than simply budget, brand. Colours have become brighter and POS has been revamped, and the effect is that promotions and advertising can now be much more tightly targeted, says brand group manager Julie Clarke. Since the core consumers are 13-16 years old, promotions have involved schools: last year's "Face of the Future" student art competition is to be adapted for this year's "Look of the Future", which will run along similar lines, but asks entrants to predict fashions in clothes as well as face make-up. The brand has not been seriously affected by the launch of Rimmel's Ultra Colour, but "we will have to keep an eye on it," says Ms Clarke. Miners is strong in independent chemists and Boots, but doesn't sell so well in department stores — "the young just don't shop in them"; or grocery outlets — "the only time you'll find teenagers there is on a Saturday morning, when they're in there moaning at mum."

Miners advertising is planned for this Winter, but as the company has just appointed a new agency, it doesn't yet know what form it will take — the last burst was in the cinema.

TOP Press
appearing in major
women's magazines
during '87 and spring '88.



BARE-FACED CHEEK FROM TEN-O-SIX.

Ten-O-Six deep pore cleanser.
Removes dirt, oil, make-up.
Gentle but very effective.
Cleans, tones, conditions.
Leaves skin smoother, softer.
Use first thing in the morning,
and the very last thing at night.
Regular lotion for normal skins, and
Mild for dry, more sensitive skins.



Stock up now!

TEN-O-SIX. FOR A LIFETIME OF BEAUTIFUL SKIN.

Unlike Miners, Mary Quant is a brand whose image has remained constant since its launch 21 years ago: "The name is still very strong, even among consumers who are actually older than the brand," says Ms Clarke.

The brand has a much more selective distribution than other Factor brands and does best in urban settings; 50 per cent of its sales come from London. Says Ms Clarke: "Quant consumers generally work for their livings, so they have to shop in their lunch hours, or where there's late night opening."

This year promotions have included some designed specifically for chemists, the first time this has been done for the brand. They take the form of gift with purchase, and Max Factor say they usually try to make the gift something a little different — "not the usual umbrellas and so on". Mary Quant will also be backed by women's magazine advertorials, and there will be the cosmetic equivalent of scent strips in *Elle*. They will also be available in-store. The range had recently been re-merchandised so that all outlets have testers.

Again for the first time on Mary Quant there will be trade incentives such as a window display competition, and the company is also providing a comprehensive product manual to help sales assistants.

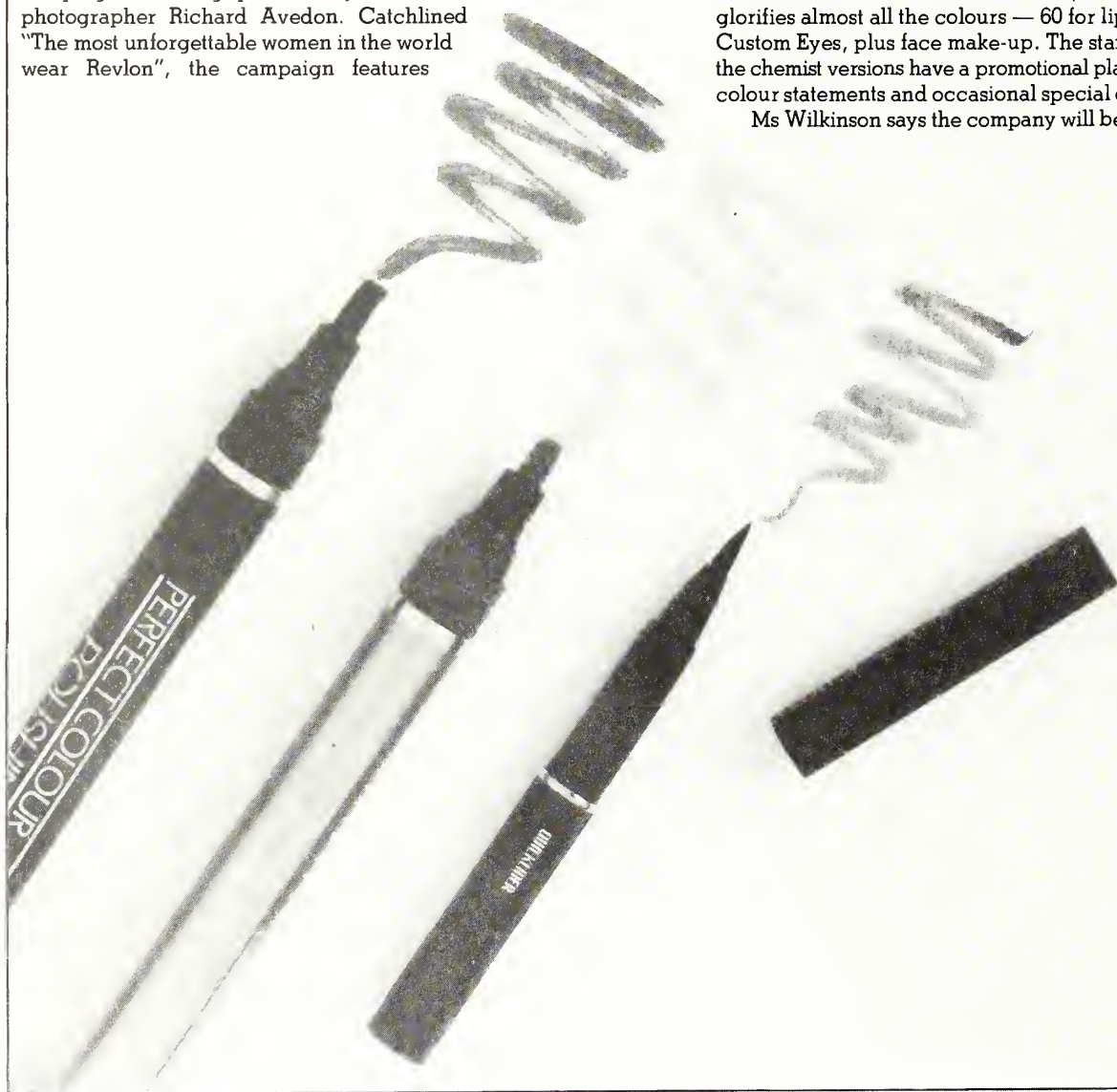
Revlon have made news this year with a new advertising campaign featuring pictures by celebrated photographer Richard Avedon. Catchlined "The most unforgettable women in the world wear Revlon", the campaign features

women chosen by Avedon from around the world, including Jerry Hall and other top models. Each advertisement features a group of four and illustrates a particular product or group of products. The latest burst finished in June issues of the glossy women's Press, but the campaign will re-emerge in the Spring, and the Avedon photographs will also feature in some of the women's Press advertorials planned for the Autumn. Other Press activity includes lipstick sample strips in the November issue of *She*, offering the chance to try the three best-selling shades of Moisture Cream lipstick. Custom Eyes has also been sampled in this way, through *Woman's Journal*, in conjunction with an advertorial promoting a free compact offer. Marketing director Liz Wilkinson says this was very successful and may be repeated next year.

The company is very aware that it has different levels of outlets with different needs, says Ms Wilkinson, and is looking at making some of its marketing activity specific to particular kinds of outlets. This Autumn it will be launching a tube format of Touch and Glow foundation, which is particularly aimed at independent chemists, where the product traditionally sells well.

Revlon is doing well in chemists at the moment, says Ms Wilkinson, which she believes is a result of recent remerchandising. Chemist outlets have been provided with a specially designed version of the Revlon Colour Centre, which both stockholds and glorifies almost all the colours — 60 for lips and nails, over 30 for Custom Eyes, plus face make-up. The stand includes testers, and the chemist versions have a promotional platform on which seasonal colour statements and occasional special offers can be displayed.

Ms Wilkinson says the company will be launching a number of



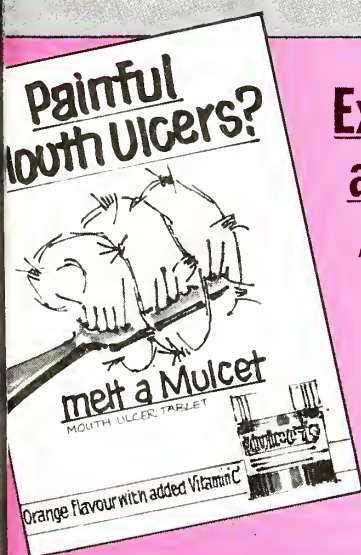
TOWERING PROFIT POTENTIAL

with 'Mulcets' mouth ulcer tablets

Autumn Promotion

Introducing a great new deal on 'Mulcets' mouth ulcer tablets

- 42% profit on return
- Eyecatching point of sale material available
- Special tower merchandising unit containing 8 packs
- Back up stocks available at 15% discount off trade prices
- National advertising campaign



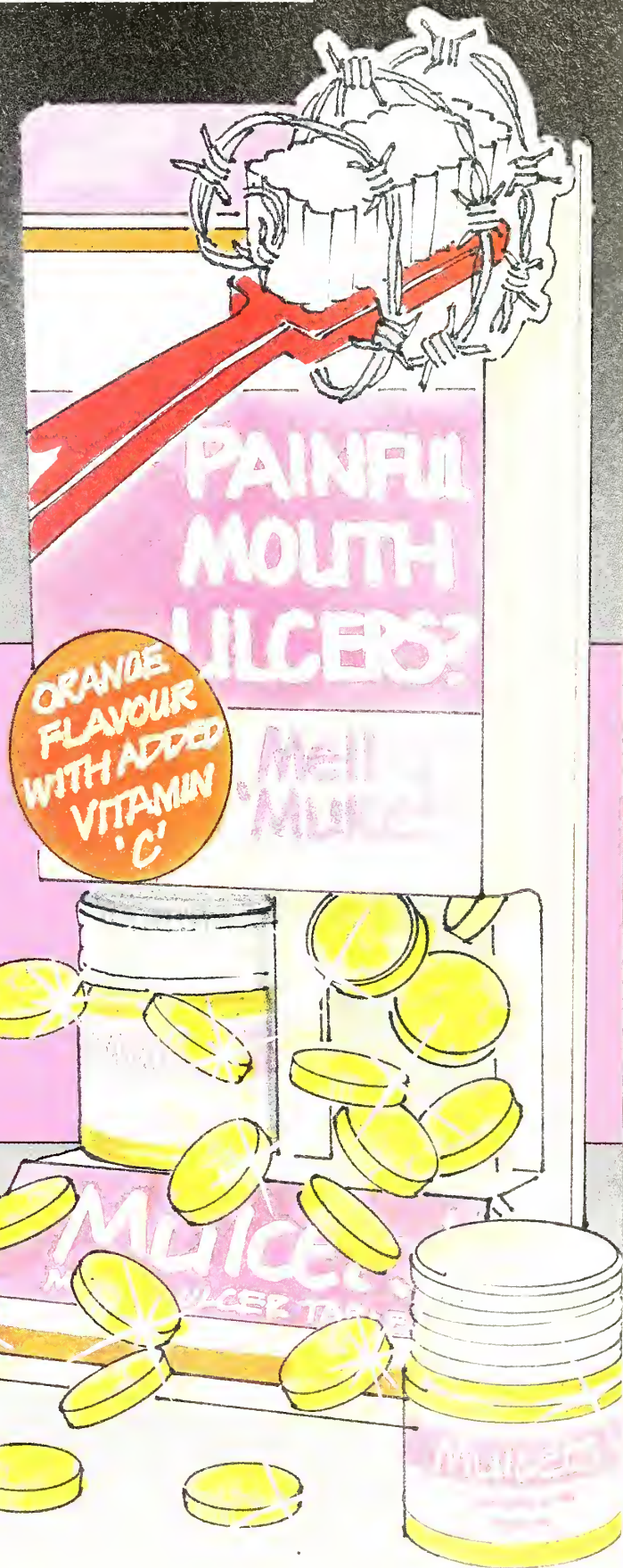
Exciting consumer advertising support

A powerful and impactful advertising campaign will promote 'Mulcets' mouth ulcer tablets in leading women's and teenage consumer publications.

- Woman's Weekly
- She
- Cosmopolitan
- Smash Hits
- Woman and Home

Cash in on this major promotion – ask your David Anthony Pharmaceuticals agent for more details or contact:-
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Telephone: 051-486 7117

David
Anthony
Pharmaceuticals



new products in the cosmetic area next year.

Revlon's Charlie brand has also received a new advertising image this year, with the "She's very Charlie" campaign running in women's magazines since June. Advertisements feature situations such as a smartly dressed model applying her lipstick in the mirror of a Hell's Angel's motorbike, while the bemused rider looks on, and are designed to convey the image of the Charlie woman as confident, independent and modern, say Revlon. The campaign runs until September.

The brand is regularly promoted, usually with money-off, say Revlon, and there are Spring and Autumn shade statements.

Chesebrough-Pond's have produced a new display stand for their Cutex Perfect Colour range, allowing retailers to begin stocking lips and nails, and add on another unit containing face and eye colours later. The lip and nail module holds £260 worth of stock and the eye and face unit around £270.

The company says the stands should be refilled at least three times a year, and they employ a merchandising force to tidy and fill gondolas every week.

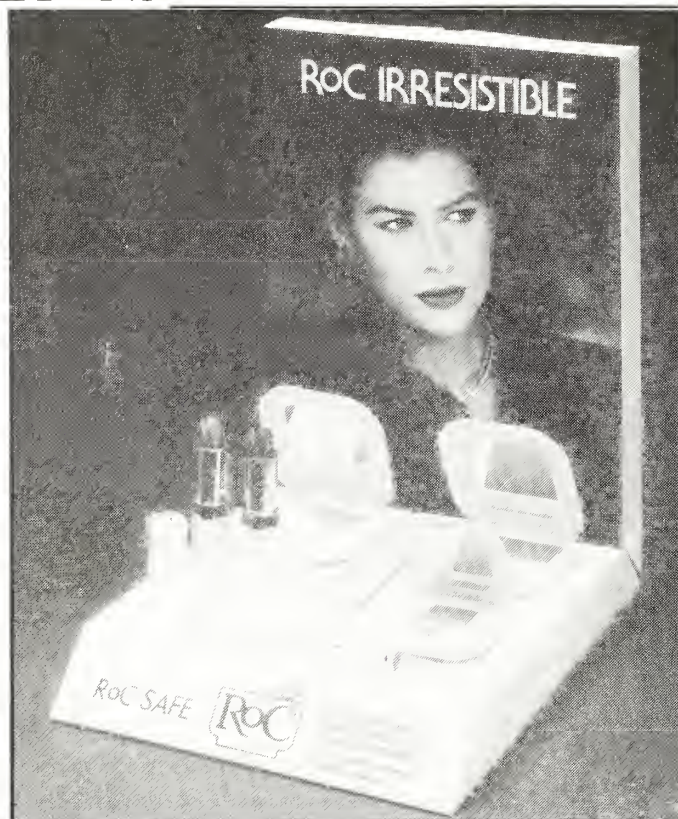
Marketing activity this year includes women's Press advertising, and promotions on One Coat nail polish. There will be two shade statements, Spring and Autumn, and a new eye colour range. Foundations will feature new packaging and improved moisturising formulations.

Richards & Appleby are promoting their Cool and Colourful range with 50p off eyeshadows and 10p off nail polishes. Both will be displayed in a basket with a price marker.

Looking for increased chemist distribution this year are Ultra Glow, who produce Ultra Glow powder, a product designed to act as foundation, blusher, lip colour, eyeshadow and nail colour, for a healthy tanned look. The company also offers Ultra Magic lipsticks, which are green, yellow and gold until they are applied, when the react with the wearer's lips to become red, pink or coral, plus a range of bronzing gels.

The brand was originally biased towards outlets such as department stores, which had the facilities to demonstrate the products. Now the company feels it is more established, it is looking to expand business in the chemist sector, which currently takes 30 per cent of its turnover and is the largest growth area. Tailor-made merchandising systems and promotions are planned for later in the year.

In the wider market Syndicated Data Consultants say chemists (excluding Boots) now take a 13.5 per cent share, up 23.4 per cent on last year. The total market is worth £370.1m, and showing growth of 13.3 per cent. Mass market brands have the largest share with



Hypo-allergenic cosmetics — a growth area

46.2 per cent, and are also showing fastest growth at 19 per cent.

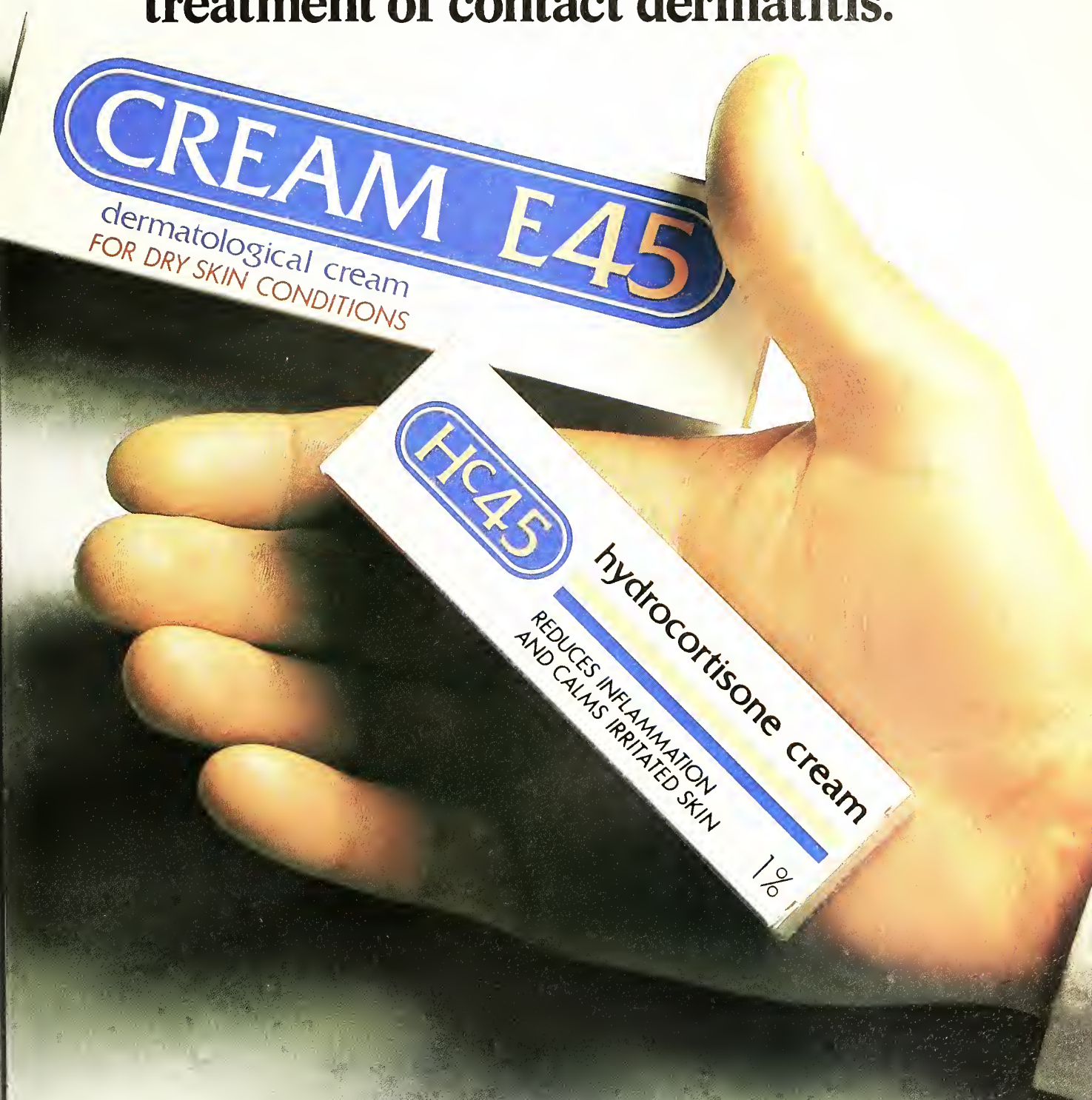
The fastest outlet growth at the moment comes from grocery outlets and drugstores, according to Syndicated Data Consultants, though this growth is coming from a very small base. Much of the growth in grocery outlets is accounted for by the success of Sainsbury's own brands, including the teenage section.

Boots still take a massive share of the market, though their growth at the moment is not as high as that of grocery/drugstore outlets. This year has seen the repackaging of No 7, which SDC say is doing well. Marks & Spencer have now split their cosmetics into several different brands, the latest one aimed at lovers of "natural" products, and SDC say their cosmetic sales are now healthy after a fairly flat period. Also new on the own brand front is Colourings from the Body Shop, a range designed by make-up artist Barbara Daly. Colourings is very strongly aimed at making application easier, and features new ideas such as loose powder in a shaker, and eye colours available as blocks or pencils of powder.

Direct distribution brands such as Avon and Oriflame are losing share but still hold 17.5 per cent of the market. Trade rumours suggest that with the growth in violent crime, it is becoming increasingly difficult to recruit women willing to knock on doors selling cosmetics, and it has been suggested that Avon are testing retailing, but the company says this is a standard operation in countries where they do not run direct distribution, and does not conflict with their direct sales.



New Hc45 Hydrocortisone Cream. Complementing Cream E45 in the treatment of contact dermatitis.



u know you can trust and recommend Cream E45 to relieve a wide range of dry skin conditions. And now you have the chance to recommend Hc45 Hydrocortisone Cream (1%) to reduce inflammation, calm irritation and promote healing. Hc45 is the safe and effective OTC treatment for

contact dermatitis from allergens or irritants. Hc45 is only to be applied once or twice a day for a maximum of 7 days. Between applications of Hc45, advise using Cream E45 to restore flexibility and softness to the skin. Trust Cream E45 to relieve. Trust Hc45 to treat.

Effective dermatological products from Crookes.



A potted history of Potter's: yesterday...

Today Potter's occupy five and half acres of leafy, wooded valley in Lancashire, and are run by Wigan's answer to the Ewings of Dallas: the Hampson family. Chairman Jeff Hampson, and sons David, sales director and Tony, production director, head a team of 100 people producing herbal remedies for export to 36 countries worldwide. Itona Healthfoods, Jeffrey's Miller malt extracts, and Hamblo Plastics are run by the Hampsons from the same site.

But it was one Henry Potter — the first of four Henrys — who began it all when he set up business in 1812 as a "Seedsman, Herbalist, and Dealer in Leeches" in Farringdon Street, London. Herbs and leeches were the sole weapons of the 19th century doctor and consequently the business thrived. Henry Potter I was a resourceful man. When his supply of leeches from central Europe was interrupted by the activities of the French navy, he began breeding his own in the ponds in front of his home in Brixton Hill.

In 1846 Henry I retired, selling out to his nephew Henry II who went into partnership with his uncle's former apprentice George Hailey, to form Potter's & Hailey. Henry Potter III made his debut at the age of 14 in 1862 and, having served an apprenticeship,

Potter's are undoubtedly a family firm; it has not always been the same family at the helm during their 175 years, but the success of the company has a firm basis in the unity and continuity of family involvement.

was made a partner with his father in 1870. The company became Potter & Son.

Under Henry III's leadership expansion was rapid; tablet making and distilling facilities were added, and a herb farm set up to grow culinary and sweet herbs as well as the medicinal. A printing works then became a necessity as the Potter's range expanded to include many of the names still familiar today: Potter's Asthma remedy, Potter's Catarrh pastiles, Thompson's Slippery Elm Food, and Dandelion Coffee. It was at this time that the winged lion trademark first appeared. It was apparently "lifted" from the ornate carvings on Holborn Viaduct which ran above Farringdon Street.

1873 saw one Charles Goddard Clarke become a partner to form Potter's & Clarke.

Henry III had one son and he was the first and only Potter family pharmacist, serving an apprenticeship with the General Apothecaries Company and later as an assistant to William Martindale. He studied at The School of Pharmacy, Bloomsbury Square, and in 1895 qualified as the youngest pharmaceutical chemist in England. He joined Richard Wren in partnership at Potter's. Wren had joined the company as a boy of 15 and had worked his way up to become a director. He specialised in the study of medicinal plants and was responsible for the first Potter's Cyclopaedia of Botanical Drugs. But Wren's interests were not only academic; he was commercially very aware too, and never missed an opportunity to promote the Potter's name. Henry Potter IV and Wren served the company for over 50 years to firmly establish it in the 20th Century.

P&C panic...

In 1948 the NHS Act was introduced and the Potter's & Clarke Board panicked at Aneurin Bevan's vision of "free medicines for all". They feared the market for herbal remedies would vanish and, under pressure, they made several mistakes which resulted in heavy losses for the company. In 1952 the Board reluctantly agreed to cease manufacture of their herbal remedies.

At this point Frank Powers, a leading herbalist of the day, contacted his old friend Jeff Hampson with a proposition. Frank was concerned that many of the P&C formulae would be lost and he was determined to save them. "Are you interested in buying P&C?", he asked. Jeff Hampson was then running the Jeffrey's Miller malt extract business started by his father. The business could be expanded to take on P&C, he decided, but only if the winged lion trademark and the P&C name were part of the bargain. Eventually a deal was struck and Jeff Hampson took over the firm and all trademarks on a royalty basis which he later purchased outright. He formed a new company: Potter's (Herbals) Supplies Ltd.

Since 1952 the company has expanded every year, says Jeff. Old lines have been updated, products repackaged and new lines introduced.

continued on p275



"Famous Potter packages of the past"



FUJI CHARITY PROMOTION

LAST CHANCE TO STOCK-UP

DAVID Anthony Pharmaceuticals urge pharmacists to take last minute advantage of a special offer on Fuji films as cancer research charity, Search '88, begins its fund-raising projects.

14th August sees the start of the 'One Day for Life' photographic event, the largest competition of its kind ever to be held in the UK.

Because the 'One Day for Life' competition is certain to be a tremendous success, demand for Fuji film will be sensational and pharmacists are advised to stock up before the rush.



David Solomon urges pharmacists to support cancer charity

"I am sure you will agree that this major charity appeal deserves the support of all pharmacists," says David Solomon, Managing Director of David Anthony Pharmaceuticals. "Its success will undoubtedly benefit a large percentage of both the U.K. population and potential cancer sufferers worldwide."

As exclusive distributors of Fuji film to community pharmacies we would ask that you stock up on your supplies now to ensure you can meet demand for Britain's biggest ever photo event on 14th August.



The Fuji airship can be seen travelling around the centre of London during the year.

DAP Special Wholesaler deal must end on 14th August

PHARMACISTS must act quickly to take advantage of a full 15% discount off trade prices on a wide range of Fuji films. Remember this generous one-off discount offer must close on August 14th. Stock up now at today's low prices and continue to add to your profits throughout the winter season.

This special offer must end on 14th August. Contact your wholesaler now or complete the order form and post it directly to him.



FUJI FILM ORDER FORM

15% OFF TRADE PRICES

When you buy 50 rolls of these Fuji films.

Fuji Film	Case Size	Trade Price	Special Price	Quantity Required
135 HR100/24	10	£19.60	£16.66	
135 HR100/36	10	£24.80	£21.08	
135 HR200/24	10	£20.90	£17.76	
135 HR200/36	10	£26.60	£22.61	
135 HR400/24	10	£23.20	£19.72	
135 HR400/36	10	£29.50	£25.07	
110 HR100/24	20	£39.20	£33.32	
Disc 15	5	£8.45	£7.18	
Disc 15 x 2	5	£16.10	£13.69	
FujiChrome				
135 RD100/24	5	£20.85	£17.72	
135 RD100/36	5	£28.80	£24.48	

Wholesaler name & branch

Please rush this order to me

Name

Address

Signature

Date



Send off this completed order form to your local branch of Vestric, Numark or Macarthy now to take advantage of this special offer or telephone them direct for instant service.

THIS OFFER MUST END AUGUST 14th

TRY A SLICE



It's 21 years since we started supplying Tubigrip® support bandages to you. Since then Tubigrip® has become recognised as the worldwide market leader.

We are also celebrating the birthday of Seton Healthcare, which was launched one year ago to give you and your customers a complementary range of quality healthcare products.

We are sure they'll grow up graciously together and we look forward to celebrating many more brand leading birthdays with you.

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...and today!

continued from p272

Back in the 1950s herbal medicines were somewhat novel to the Hampson family, but they have adopted the cause with vigour. Right from the start the company has been active in "herbal" politics. Before the NHS Act the only representative body in this field was the National Institute of Medical Herbalists; there was no voice for the manufacturers, wholesalers, or retailers. Again Frank Powers stepped into the breach. He formed the British Herbal Medicines Association, and recognised that for it to have any "clout" as the era of modern drugs opened up, it would need a scientific committee made up of members with recognisable scientific qualifications but committed to herbal therapy. Jeff Hampson was its first chairman and Potter's pharmacist Harry Hall, its secretary. This Committee put together the first British Herbal Pharmacopoeia.

The activities of the Committee on Review of Medicines are of prime concern to Potter's just now. The CRM is scheduled to review all those herbal products granted a Licence of Right under the Medicines Act 1968 (and to come into line with EEC directives) by 1990. The review of Potter's products is about to begin and the company is "in there" and fighting for the future of herbal medicines. It has been, and continues to be, an uphill battle.

Some years ago manufacturers saw that if they were to "hang onto their herbals", the Licensing Authorities had to understand that these medicines were fundamentally different from modern drugs. For example, the clinical trial evidence sought by the CRM for a PL application was impractical for herbals and beyond the means of most of the companies concerned. The industry feared

that some would just opt out and the products would disappear. In the majority of cases these remedies were centuries old and had stood the test of time. Eventually the CRM was prevailed upon to accept bibliographical evidence alone in a PL application for those herbal products whose indications were suitable for advertising to the public. This was a hard-won concession but the controversy continues.

'Commercial suicide'

The CRM is about to review those herbal remedies for chronic illnesses and it is insisting on evaluating them as if they are brand new drugs with full clinical trial evidence, says Tony Hampson. He says that natural medicines cannot be patented and without that protection it would be "commercial suicide" for a manufacturer to embark on such trials.

And there is still virtually no representation for natural medicines within the Medicines Commission at the DHSS, he adds. To this end, the Natural Medicines Group was founded in 1984 and Tony was

elected its first chairman. It is, he says, a vested interest group, fighting for expert representation for natural medicines. If a separate committee of experts were able to evaluate natural products it would go some way to alleviating the CRM's backlog.

Meanwhile, the lobbying activities of the NMG are having some effect, say the Hampsons. In the last two years four Early Day Motions have been tabled in the Commons, signed by members from all parties. And of course, there is the increasing public interest too, which is hardly surprising, when an estimated one third of the population uses some form of complementary medicine.


"For some people conventional medicines don't work and if you take away their last resort it is only natural they will fight. The public must be allowed to exercise its freedom of choice," says David.


Potter's certainly has a history, but what of its future, in the uncertain climate of the review? Jeff Hampson agrees that continued investment is a risky business, but he is

continued on p276


The Hampson family: father Jeff (left) and sons Tony (centre) and David (right)







Diazepam can cause anxiety



It can be a little nervewracking if your generics aren't up to scratch.

With Hillcross, your worries are over though. Because you're assured of the competitive prices, consistent product quality and rapid wholesale delivery right when you want it.

Hillcross Generics - it's quality delivered at the right price.

Please ask for this month's offers from your local branch of

HILLCROSS GENERICS

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continued from p275

confident that the market for herbal remedies will always be there and growing.

The Hampsons are adamant that they will stay with licensed products although it would be much cheaper for them to move out and market their products as foods. This constantly confuses the DHSS, says Tony; "They want to know why we make so much noise when we could make a lot more money taking the latter route".

But after 175 years it is quality that counts and not making a fast buck, says Jeff. "Licensed products from a reputable firm are the answer. If we don't get licensing, then trashy products from cowboy operators will flood the shops," he adds.

Meanwhile Potter's will continue to put their money where their mouth is, say the Hampsons and invest in new technology, range extensions and expansion of the site. The biggest problem at the moment is meeting demand, says Jeff Hampson, but as long as the demand is there Potter's will endeavour to meet it, all the way into the 21st Century.

Bias in Scottish ESP ballot?

Some larger Scottish contractors have been kind enough to contact me recently about the ballot on funding of Essential Small Pharmacies being carried out by the General Council. They feel that the exercise has been spoiled by a vague question and biased accompanying notes.

Having at last seen a copy of the ballot paper, I agree. Had ESP contractors been consulted on the wording of the question, I am sure we would have asked that the amount actually needed from each non-essential contractor was specified — less than £10 per month! Furthermore, in the accompanying notes we would have spelled out that this would not have given us the moon — only a similar deal to ESPs in England and Wales. Finally, we would have provided evidence that not all ESPs in Scotland are in fact "no worse off" as a result of the introduction of the Contract.

Therefore, irrespective of the result of the present ballot, I call for a re-run under an independent body such as the Electoral Reform Society. This would allow a better question to be agreed and a statement from both sides to be circulated.

G.M. Park
Johnstone

P' price up

I would like to comment on the letter from Clive Dixon, managing director, Seven Seas Health Care (C&D July 25).

Firstly, as a GSL product we have sold Maxepa for a number of years. But it would appear that the granting of P registration has been made at a big expense to the NHS. The original counter packs of 35 had a basic price of £2.47 (ie £14.11 per 200). The new dispensing packs of 200 cost £28.57. A massive increase even with reduced packaging costs.

N Hillier
Croydon

Temazepam can cause insomnia

Sleepless nights from worrying about where to get your generics?
Relax. With Hillcross Generics you'll find just what you're looking for.

Competitive prices, consistent product quality and rapid wholesale delivery right when you want it.

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One of the best known names in pharmaceutical contract manufacturing

Regent Laboratories Ltd. at its works in Park Royal, London has extensive contract manufacturing facilities available, covering most non-sterile solid and liquid dosage forms.

Amongst the products regularly manufactured are plain, sugar and film-coated tablets, hard capsules, powders, liquids and suspensions, ointments, creams and toothpastes. Regent have a dedicated unit for beta-lactum antibiotics and has specialised facilities for the manufacture of products containing high potency oestrogens, progestogens and anti-cancer agents. The company can provide a total contract service with all normal packaging services.

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Telephone: 01-965 3637
Telex: 926077 Reglab G
Fax: 01-965 4453

Electrifying move as AAH switch directions

AAH have taken another step in a new direction with their £25.8m purchase of an electrical consumer products distributing company.

Hamilton Electrical Distributors Ltd — who made £2.5m pre-tax profits last year — handle audio and video equipment and small electrical appliances along with some white goods (fridges, freezers and washing machines).

The deal is being funded by the issue of over six million new AAH shares.

This is the latest in a series of expansion

moves by AAH over the last couple of years, most notably with the Vestric buy in 1985. The group recently merged its fuel distribution interests with those of Redland and took full ownership of their builders' supplies and road transport divisions. A spokesman said the purchase was "in keeping with our progress in expanding national distribution". Chairman Bill Pybus said the consumer electricals market was large and still growing: "We see good opportunities to enhance the business of Hamilton both by internal growth and by add-on acquisitions".

Boots make-up top in Yorks

Boots take the biggest share of the Yorkshire cosmetics market with over three quarters of all cosmetics bought in their stores, says a recent survey for Yorkshire Television.

The Yorkshirescan survey shows that a cross section of all age groups shop at Boots. But the independent chemists are visited by 29 per cent of buyers, and particularly those in the 55+ age group. Avon/Party Plan are still used by 21 per cent, and about 11 per cent buy their cosmetics in supermarkets.

Convenience is usually the reason for favouring one particular retailer, though a wide choice of merchandise is also

important, says the report. Boots score high in own label cosmetics, with 43 per cent buying them, followed by Avon/Party Plan and Marks and Spencer.

Value for money is important to almost nine out of ten of Yorkshire people buying cosmetics; followed by familiarity, particularly to the older purchaser; price; brand name; and colour, which is particularly important to the 25-34 age group. Other factors include perfume-free products, recommendations from friends and good television advertising — considered important by almost a quarter of those surveyed.

With 52 per cent in the region buying cosmetics, Yorkshire is described by the surveyors as "a buoyant market." Its attractions extend not only to women; 6 per cent of Yorkshiremen also buy cosmetics, for their own use.

More power for Wellcome Trust

A scheme proposed by the trustees of the Wellcome Trust, which will widen their investment powers and increase the income available for funding medical research, was approved by a High Court judge last week.

Mr Justice Hoffmann said the investment powers of the charity, established by the will of Sir Henry Solomon Wellcome, who died in 1936, were "hopelessly out of date". In 1984-85, the Trust's income was £28.7 million, of which £25.3 million was derived from ownership of the entire share capital of the Wellcome Foundation, the pharmaceutical business founded by Sir

Henry in 1880.

The judge said the Trust's requirement that a third of the fund must be in fixed interest securities was unnecessarily restrictive. The prohibition against investing in equities not quoted on the London or New York stock exchanges had prevented the trustees from participating in the boom in Pacific basin shares, while the need for a five-year dividend record meant that they could not buy shares in privatised industries.

US firm buys Jeffrey Martin

Jeffrey Martin have been bought up by American DEP for around \$47m.

The deal of \$7.30 a share nearly doubles DEP's business and includes a change of trading name to DEP (UK) Ltd. Brian Boyce takes over as managing director, but the rest of the Jeffrey Martin staff and services are staying the same, says the corporation.

DEP make and market hair and skin care products in the US, where they also distribute Pears soap. This is their first venture into Britain. The buy also brings them Jeffrey Martin's international interests. Mr Boyce predicts new business in the UK: "That will give us the springboard from which to step into Europe. We are determined to achieve these objectives, and we're prepared to acquire companies and brands along the way to do so."

NRDC income down in '86-87

The National Research Development Corporation made £14.89m this year from licensing and industrial projects — £4.46m down on 1985-86.

Announcing the results, the British Technology Group called the year 1986-87 "one of change and consolidation". The licence income from the cephalosporin portfolio, which fell to about £2m a year several years ago, is no longer significant, says the group; and royalties from pyrethroids had seen a bigger drop than predicted, though they have now stabilised.

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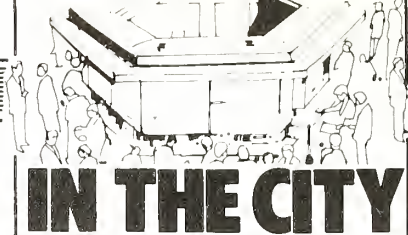
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Macs add to food line

Macarthy have made their third health food sector buy of the year, in a £450,000 deal with Cornwells (Wholesale) Ltd.

Cornwells are wholesale suppliers of health foods, working from one depot in Stoke-on-Trent, and serving independent retailers in the Midlands, North Wales and the Pennines. Macarthy are meeting the cost of the deal partly with cash and partly with the issue of 20p ordinary shares.

David Ward-Best has been made marketing director of the group's wholesale health food division.

Japanese venture for Smithkline

Smithkline Beckman are joining with Japanese firm Sumitomo Pharmaceuticals to develop non-prescription products in Japan.

The joint venture company, to be called Smithkline Sumiyaku Pharmaceuticals, should start work on November 1, and will be 60 per cent owned by Smithkline. The venture will be based at Smithkline's headquarters in Tokyo.

ICI interims up

ICI have announced interim pre-tax profits up 46 per cent.

The group made £691m in the first half of 1987 — an increase of £219m compared with the last year's first half results.

Pharmaceuticals saw substantial volume growth in the US and Japan, and made £151m trading profits (1986: £134m) on turnover of £535m (1986: £471m). The outlook is now "reasonably favourable", says the group.

The certificate of entitlement to emergency medical treatment in the European Community — form E111 — will now be issued without a fixed expiry date for applicants who intend to remain resident in the UK. Fuller information in leaflet SA30 (1987) from DHSS local offices.

Beecham Animal Health's products are now dealt with from Beecham House, Brentford, Middlesex TW8 9BD (tel 01-560 5151).



Over 600 pharmacists and their staff from South London and the South East gathered recently at Unichem's newly completed distribution centre in New Addington for an evening reception. Guests were taken on a guided tour of the branch, and shown live operations. Among the Unichem personnel there were (left to right): David Mair, chairman, Peter Dodd, chief executive, and Peter Kent, general manager, Croydon branch

NHS: hospital spend down

Family practitioner services grew to account for 23.3 per cent of NHS expenditure in 1986, while spending on hospital and community health services dropped to 73.2 per cent.

This, along with other scattered pieces of information about health service activity and use of resources, is collated in the first CIPFA/HFMA database of Health Service Trends.

The database contains details of 1987/88 allocations at regional and district levels and an analysis of spending on acute hospital services per head of population between districts. Health Service Trends is available, cost £25, from CIPFA, 3 Robert Street, London WC2N 6BH.

Ciba-Geigy UK not satisfied

The UK Ciba-Geigy group is unhappy about its profit outlook, despite a 9 per cent rise in interim sales compared with 1986.

Faced with the effects of a weak pound against the Swiss franc, the company has found its imported products costs soaring. "The increased cost of these imports was reflected in year end stock values which in turn will reduce our profit margins this year," warned managing director John Fraser. He described the profit outlook as "less than satisfactory".

Business itself has improved, says the firm, in the last few months, producing £346.6m sales in the first half of this year.

British Airports Authority got off to a flying start, joining British Airways in the stock market's sky last month. Its flight was undisturbed by gyrations of the rest of the market, which tested investors nerves.

On the first day of trading more than 130 million BAA shares changed hands at about 143p each, giving sellers an immediate profit on 100 shares of £40 before expenses. The success of BAA's launch was welcomed by the Government, which is planning the biggest share sale yet, of BP, for the Autumn.

Meanwhile British Airways surprised many of its new shareholders by announcing plans to merge with British Caledonian. Lord King, BA chairman, is lobbying hard to avoid the plan being referred to the Monopolies and Mergers Commission for investigation. BA's shares had lost 14p by the end of the month.

Lord King was at the centre of a second merger plan last month when he announced that Babcock International, an old established engineering company of which he is also chairman, was recommending a bid from the much smaller and younger FKI Electricals. The bid was good for Babcock's share price but FKI's shareholders, worried that Babcock were too big for FKI to manage, expressed their concern by selling. By the end of the month FKI's shares were down to 180p, just below the rights issue price.

The clearing banks followed their normal practice and announced their interim results within days of each other. Most are doing well from their UK lending to individuals but overseas debts, particularly to developing countries, are proving costly. All four suffered but Midland stepped out of line by charging the cost after tax whereas the others charged the cost before tax and so depressed reported profits. Its unusual accounting treatment did little for the shares and leaves the more conservative National Westminster shares more attractive at 740p.

Though many shares will look good value, investors should be cautious about a busy share dealing programme until the Stock Exchange has cleared up a long backlog of uncompleted bargains.

The Stock Exchange announced tough sanctions last month in an attempt to clear up its settlement problems but until these take effect investors should take special care to keep share certificates safely and to fill in transfer forms correctly. They may have to wait for up to eight weeks before receiving share certificates. The delays can reduce the scope for making a quick buck as some brokers are loathe to deal without a share certificate.

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Robbed under axe threat

Two men wielding an axe and crowbar threatened pharmacist David Tudor Enoch minutes after he opened for evening rota last week.

Mr Enoch, of The Pharmacy, Trimsaran, Kidwelly, Wales was forced to hand over the CD cupboard keys and the till key when he and his assistant were made to lie face down on the dispensary floor. The men, who both wore balaclavas, cleared the CD cupboard and the till of £70. The robbery took less than three minutes, says Mr Enoch.

Neither he nor his assistant were hurt but both were very shocked. Trimsaran is a small village and such attacks are rare. Police had made little progress with their investigations as *C&D* went to press.

APPOINTMENTS

Schering Holdings Ltd: Bill Gerard becomes a non-executive director on the board of Schering Health Care Ltd.

Marton Pharmaceuticals: Mrs E. Carter, Miss J. Cowen and Miss K. Burns have been appointed to form the new customers service department.



A still from the 40-second commercial for Durex — the first ever advertisement for branded condoms on British television. A one-off showing last Saturday night will be followed by a full campaign later in the year after the assessment of consumer reaction. Filmed at night in Uxbridge High Street, the commercial used a 70 foot by 40 foot painted sunset for a backdrop. Predictably, Mrs Mary Whitehouse and Mrs Victoria Gillick are among those reported in the Press to have complained about LRC's advertisement

Glaxo Holdings plc: Dr David Jack retires from the board. Dr Richard Sykes will succeed him as research and development director, Glaxo Holdings plc, and chairman of Glaxo Group Research Ltd. Dr Alan Raper retires from the Board of Glaxo Holdings plc on August 31.

Care Laboratories: Steve Barrington has been promoted to commercial director and Rob Elliot to group product manager. Mr Barrington has worked with the company as export manager, national accounts manager, and latterly as marketing manager. Mr Elliot was formerly product manager.

David Anthony Ltd: Bill Christie has been appointed photographic product development manager to manage research, development and marketing of new products and growth strategy. He was previously with Minolta.



Preston branch manager Joe Harris completed 25 years' service with Unichem last month, becoming the company's longest serving general manager. The occasion was marked with the presentation of a set of commemorative decanters to Mr Harris (left) by Unichem's chief executive Peter Dodd. The Preston branch, after recent expansion, is now the largest in the group

COMING EVENTS

NPA host 'mini' conference

The National Pharmaceutical Association is to host a two day conference of international retail pharmacy organisations.

Representatives from Australia, New Zealand, South Africa, the US, Canada and the Republic of Ireland will be invited to attend the private gathering at The Mollington Banastre Hotel, near Chester on September 11 and 12. A "flexible" agenda covers public and privately funded medicine supply systems, advertising and public relations programmes, consumer law and professional insurance. It has been timed to take place just before the British Pharmaceutical Conference in Manchester.

On OTC drugs

"Survival of the fittest" is the theme for Frost & Sullivan's first European conference on OTC drugs markets. The company publishes regular market reports on OTC drugs.

The conference takes place on November 3-4 at The Brewery, Chiswell Street, London EC1. The cost is £625 plus VAT. Speakers include Jose Antonio Perez-Espana, president of the AESGP;

Glenn Flackett of Syndicated Data Consultants, and George Davy, president of the World Federation of Proprietary Medicine Manufacturers. Details from Fiona Mirkowska on 01-730 3438.

Drug reactions

The Medico-Pharmaceutical Forum are organising a symposium on "Record linkage to detect adverse drug reactions in hospital and family doctor practices".

It takes place on October 12 at the Royal Society of Medicine, 1 Wimpole Street, London, cost £40 including lunch and refreshments. Details from Mrs J. Wase-Bailey, Medico-Pharmaceutical Forum secretariat, at the above address.

CTPA workshops

Two workshop meetings are being planned for the Autumn by the Cosmetics Toiletry & Perfumery Association.

The first will take place on October 23 in London on "Cosmetic Ingredients", and the second on November 6, also in London, on "Packaging and Labelling". Further details from Robin McCulloch (secretary) or Ian Phillipson (head of scientific services) at the CTPA, 35 Dover Street, London W1X 3RA.



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